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August 1987

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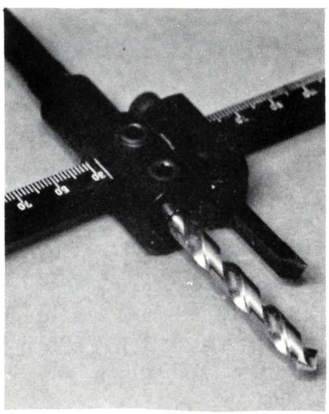
PLAY METER

MONTHLY PUBLICATION OF THE COIN-OPERATED ENTERTAINMENT INDUSTRY

VOL. 13, NO. 8 | CONTENTS | AUGUST, 1987

FEATURES



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Working With Plexiglas: It's Easier Than You Think. 70

For any operator or distributor who has had an unpleasant experience working with plexiglas, this article should be helpful for making the next time much easier. Randy Fromm makes it look easy but he assures us that it can be that easy for everyone. He made the mistakes before and offers the solutions in this easy-to-follow, illustrated article.

Countertop Games: Look For Long Term Reliability. 75

Countertop games have settled into a viable niche in the coin-op entertainment industry and on many operators' routes. Though they are good earning, steady income games, the locations they frequent can cause some problems. However, some of the problems can be solved or avoided altogether. Mike Shaw takes a look at these games and gives operators tips on how to make the most from their countertop games from purchase through years of dedicated service.

The Lady Is A Technician 77

What's My Line, the old TV show, revolved around people like Richelle. She looks like anything but a pinball technician. We enjoyed doing her story because she has a great love for the industry and she is somewhat unique in what she has chosen as her career.

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Our cover this month was taken at State Sales Company in Baltimore. Service is a very important part of the company's philosophy. Clockwise from the top are Tom Hitanach, Wayne Glover, and John Snead.

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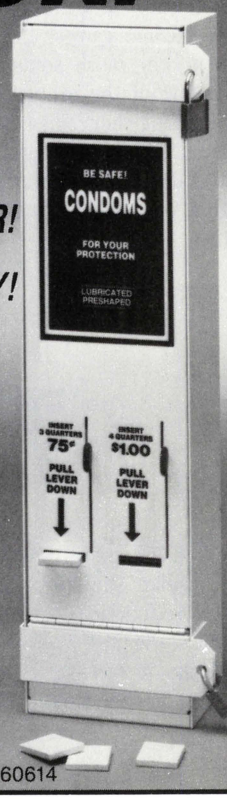

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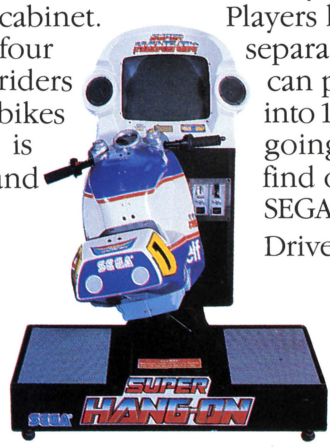

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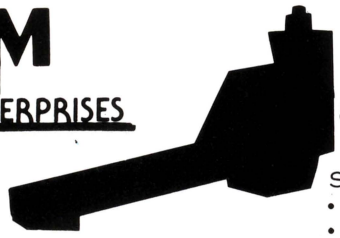

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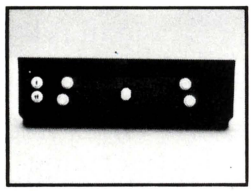

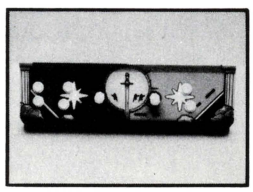

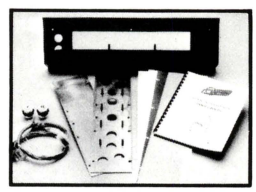

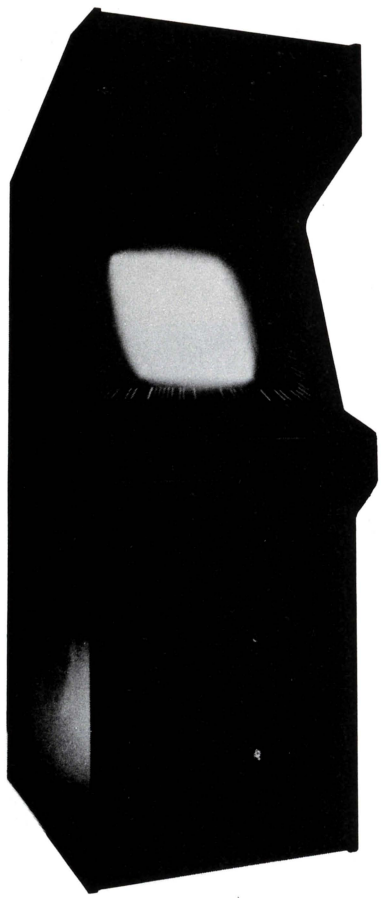

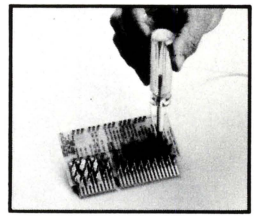

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LETTERS

JOB WELL DONE

I just read the article regarding our CHALLENGES stores and wanted to compliment Rusty Storbeck on a fine job.

I was most impressed by his ability to reflect our telephone interview accurately and in a concise manner.

Again, from all of us at Recreational Concepts, Inc., our thanks!

Alan Bruck
Recreational Concepts, Inc.
Jenkintown, PA

FOCUS ON LAZER GAMES

It is very exciting to see all the attention now focusing on Lazer Games such as *Blaster Tag Arena*, *Planet Photon*, and *Lazer Maze*. In your article, Art Imitates Life, Life Imitates Art, June issue, by Roger Sharpe, what was not discussed is the cost of such games. *Planet Photon* costs a minimum of $500,000 to open, and Lazer Maze a minimum of $300,000. These Lazer Games are cost prohibitive to most operators and is the prime force behind the creation of *Blaster Tag*. [Play Meter, May 1987, page 53]

The engineering of *Blaster Tag*'s equipment allows the flexibility in arena design, layout, and equipment purchase. Each complete unit of equipment consists of a lazer gun, computer pack, target vest, and/or helmet. This basic unit costs $1,000 per player. The starting cost of support equipment, such as computer pack reader, and charge, is $3,500. Depending on the layout of the location, *Blaster Tag*'s minimum start up cost is under $100,000.

The concept of *Blaster Tag* is to provide a family entertainment center which attracts its own unique excitement at a cost that's affordable. *Blaster Tag* capitalizes on the human interactive entertainment field with the most cost effective way of obtaining this goal. *Blaster Tag* capitalizes on the next obvious extension of the video game industry, the human video game. Interactive games are the games of the

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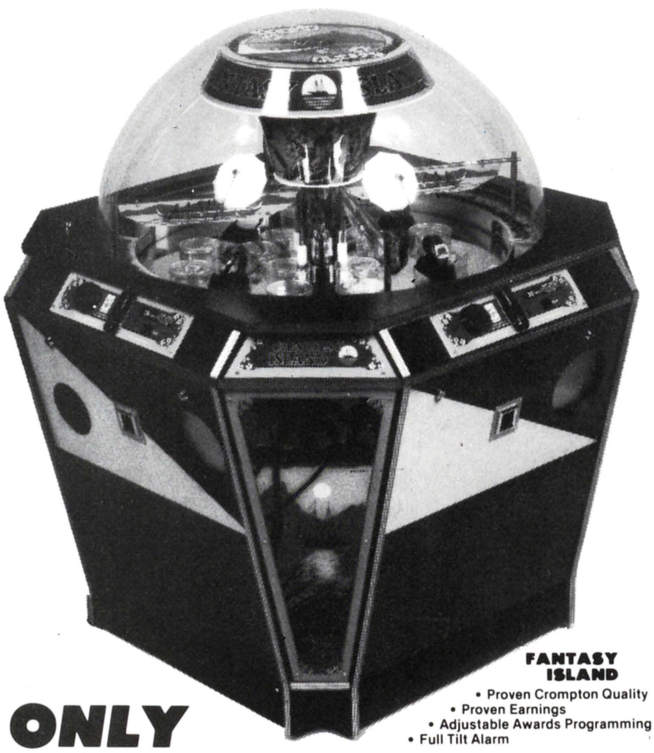

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future. *Blaster Tag,* was conceived utilizing the lessons learned from the video game industry. *Blaster Tag* is a unique concept that provides diversity. It can be played on many different levels of sophistication. *Blaster Tag*'s physical layout permits operators to design their own arena layout. *Blaster Tag*is the lazer game of choice for those wishing to enter the lazer game market quickly, with a minimal outlay of capital and the maximum flexibility of operations.

David A. Peretz
President
Blaster Tag Arena
Hialeah, Florida

[Editors note: We have received numerous phone calls from people interested in contacting the various lazer games companies. I am taking this opportunity to list the names and phone numbers.]

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Operators Want Quality Product

I talk with quite a number of operators during the course of my job and have to admit that most are very willing to share experiences over the phone but hesitate to be quoted. That's OK though, because when they talk about certain problems or vent frustrations, I will usually follow it up with the appropriate company or seek other opinions.

An operator I had a lengthy conversation with lately cited the proverbial good news/bad news with the following complaint/compliment which you'll understand after you read it.

And although this doesn't seem to be a major issue, certainly not up there with the biggies in this industry, still it could become one. It's an observation that could eventually erode the confidence operators are beginning to have with manufacturers and the industry in general.

This operator recently bought a new dedicated game that he had heard through the grapevine was going to be a dynamic earner and was doing fantastic collections on location. So he was excited to try it out. But before he had a chance to put it in a location, he had to do some minor work. It seems the cabinet, in his terms, "was the poorest quality cabinet" he had ever seen. He went on describing the problems that plagued his game from a caster breaking off to a hinge pulling out. "It was so bad, I kept thinking how much better the game would have looked had I put it in one of my old cabinets!" he said.

Now that's the bad news. The game turned out to be everything he had hoped for as far as earnings went. It attracted the players and is making the operator a good return on investment. Since it did so well in earnings the operator said he wasn't really that worried about the poor quality of the game.

And although that's the good news, operators shouldn't have to settle for anything less than quality product. Dedicated games are making a strong comeback, no doubt about it. Manufacturers have stressed the importance of all factors of a dedicated piece making a special presentation to the player. And that presentation, they maintain, includes everything from the cabinet and cabinet graphics to the play itself. Sega illustrated this quite nicely with *Hang-On* and *Out Run*; the cabinets did indeed add to the presentation of the game. You only had to look at these pieces to know they were special--no conversion kits here. I would even go so far as to say that the games would have suffered had the play not been coupled with special cabinets and graphics; the features combined in a dedicated game made them truly something special.

As defined by Webster, dedicated means a devoting or setting aside for a particular purpose, which aptly describes what a dedicated game is. The cabinet and graphics are not made for any other reason but to compliment one particular game. Now, if manufacturers are serious about producing dedicated games once again, I hope they are going to make quality games.

From conversations I've had, I am certain that operators don't mind paying the money for a good dedicated game. They are not holding out for kits. But, in the words of the operator mentioned above, "I don't like getting taken." Considering what a kit would cost, he feels he paid $1500 for the worst cabinet made. "I could have put the game in one of my old cabinets and had a better presentation!" he exclaimed. "The game looks like a conversion and not a very good one at that!"

Maybe, just maybe this particular game is the exception and not the norm--I hope so anyway. Manufacturers should not try to pass an obvious conversion-quality game off as a dedicated. Operators won't stand for it--long.

To add even further insult to this operator, he was offered a parallel board of the game. "No, I didn't buy it, but it's getting more tempting when I see a manufacturer underscoring the presentation of a dedicated game and then selling me inferior game cabinets in the guise of dedicated games." Operators want quality games, especially when they are paying quality prices; they want games to make a fair return on investment. But quality can't be slapped haphazardly into a game; it must be planned in.

If a manufacturer sells a dedicated game that is not well planned taking the presentation into account, I don't think they should be too surprised when operators look to other sources for games.

Parallel boards and games are plaguing the industry. The manufacturers' association has hired FBI agents to put a stop to the problem. But if the scenario above becomes commonplace--if manufacturers produce dedicated games, charge dedicated prices, and turn out poor quality product, operators will be in a bind about what to do; continue to be taken with poor quality dedicated games or take a chance and buy a parallel board and make his own game--his own better-looking game.

Manufacturers, take a minute to fairly and critically evaluate your games. Are you taking your dedicated games seriously? Or in the back of your mind are you figuring to put them out as kits in case they don't sell well? Does the cabinet add to the overall presentation? Or is just another way to make a few more bucks at the operators' expense? Can you honestly say that your games look as good as they should and that you are building quality product? Or are you puzzled as to why an operator would worry about poor quality if the game is making money? Are you a strong advocate against parallel boards? If so, are you offering something special so operators won't be tempted by parallels?

And operators, are you assessing the games fairly? Or are you convinced that every game should be introduced as a conversion? Are you honestly trying more new games than in the past? Or are you content to keep old games out and be satisfied with so-so collections rather than try for better ones? If you have a complaint, are you contacting the manufacturer? Or do you think manufacturers are not worried about your opinion?

The industry is entering a new phase of dedicated games lead by strong games like *Gauntlet* and *Hang-On*. I hope that manufacturers are looking to give operators a fair shake and quality product and not instilling the fear about parallel boards while offering nothing better. An operator should not have to settle for poor quality even if the game is making good money.

Remember, the next game may not be a hit and operators have very good memories.

Valerie Cognevich

Valerie Cognevich
Editor

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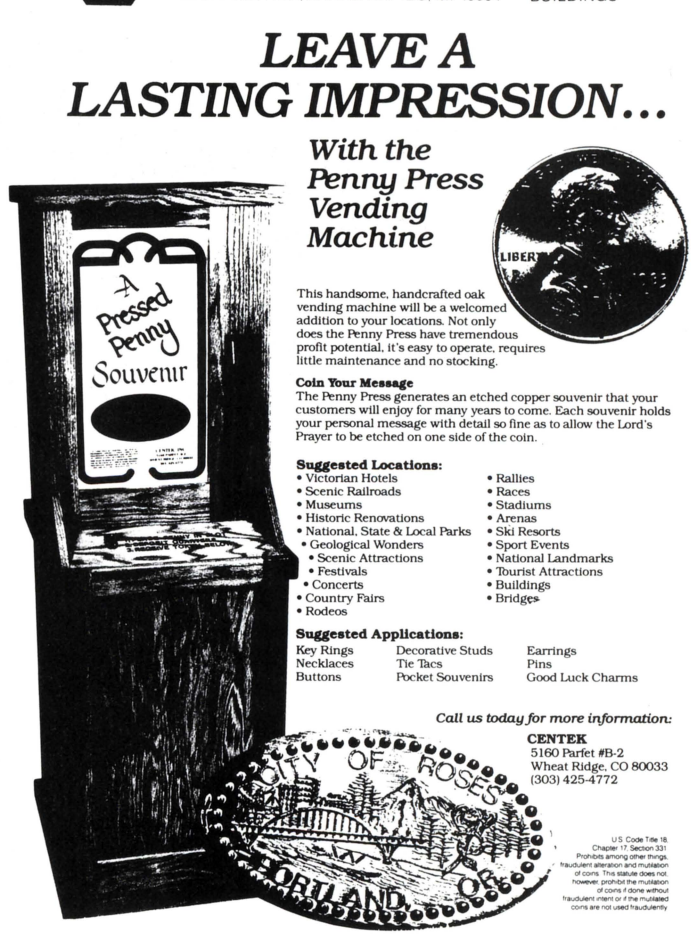
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GUEST EDITORIAL

KEEP 'UM CLEAN AND WORKING!

I was in the coin machine business in Fayetteville, N.C., for several years operating a route of jukeboxes, pinballs, videos, and other types of machines.

From 1970 until 1979 I parlayed an investment of $150 into a business that was earning me $20,000 a year. I left the coin-op industry in 1979.

I still love this industry and am partially self-employed servicing old pinballs--mostly in the home market. I am also enrolled in a local community college studying electronics technology. Although I am expanding my knowledge to newer games, my strongest interest is with, what I consider the backbone of the industry, the pinball machine.

Valerie Cognevich, editor of Play Meter, has given me the honor of sharing my thoughts concerning the present state of the industry from a customer's viewpoint but with a knowledge of what it's like to be in the coin-op business. Hopefully, my comments...advice...complaints will help some operators increase their profit margin.

Basically, I am a pinball nut; one of my greatest joys is going into a location, getting a soft drink, and spending some time and quarters on a favorite machine.

The factories, I'm happy to say, are turning out some truly fantastic machines that have innovations of speech, sound effects, backglasses, and board design that are better than ever and make some of the most exciting game play ever! This has resulted in pinball being once again a major profit maker.

I can remember just a few short years ago when the video craze almost eliminated pinball from the market. Thank goodness the pros at the factories responded with new, innovative ideas. Unfortunately, this leads to the main topic I want to address--lack of maintenance on the games.

Video games are rather simple maintenance-wise; place them on location, level them properly, and keep the cabinets and glasses clean. Pinball machines on the other hand, by their complex nature, need constant tender loving care to keep them working properly. It is tragic when a brand new machine, costing hundreds of dollars, is out of order because of a 25-cent rubber ring jamming the outhole. This prevents the machine from entertaining the public as well as earning the operator well deserved profits.

Here are some observations I have made during my travels:

Williams *High Speed* is one of the finest pieces ever made. The scoring and earning potential is unlimited. However, one common problem caused by neglect is the plunger doesn't shoot the ball completely over the ramp. This eliminates the scoring potential of the high speed chase, and multiball play is impossible to achieve because you can't lock in the balls. When I see a machine in this condition, it turns me off further interest. Sure I know there's always those customers who don't know the difference and would play the machine anyway. However, would YOU play it, knowing how it's supposed to play? Probably not. This means your potential weekly net is drastically reduced.

Also, the top right flipper on many machines I've played is very weak, preventing the ball from reaching the high score zone. These problems are quite common to the *High Speed* games in the Charlotte, N.C. area.

Williams *Comet* is a great machine produced in 1985 that has a common problem with the 1986 rollover lights at the top of the playfield; they don't light up, preventing the multiplier values from working. This eliminates half of the scoring potential by itself. Again, this is a simple problem often overlooked by the routemen.

One of the local operators has a couple of Williams *F-14 Tomcats* on location. It's too bad they are out of service due to a rubber ring/post jamming the outhole. At nearly $2,000, that's a pretty expensive piece of rubber, isn't it? This is ridiculous! A little bit of *looking* would make it easy to avoid expensive downtime.

Operators should take the time to brief employees about the necessity of preventative maintenance on pinballs. Don't assume the route personnel are keeping track; make sure they understand the importance of maintenance. The extra time taken to do minor maintenance will be rewarded by the increase in collections.

In all fairness, the operator can't be expected to know everything about his route at any given time. Some of the problems are caused by a lackluster attitude of the clerks who work at the locations; they don't call the mechanic when a machine is down. It's frustrating to mention a problem with a game, only to have the yawning clerk remark with a classic "I only work here, he (the operator) will fix it when he comes in the next time."

Bullcookies! The clerk should be made to understand that he is responsible for all the store's fixtures...aren't the games fixtures? The store loses money when the games are out of order so it's in their best interest to make sure the games are working.

If the clerk doesn't have the initiative to make a lousy phone call, he doesn't need to work there! If the building was burning I would hope he would have the sense to call the fire department!

I very much enjoy this industry; it has brought me a great deal of satisfaction as well as excitement. For all you operators out there, you are an important part of a fascinating business. Good luck!

Todd Drachman

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Leagues Strong in Illinois

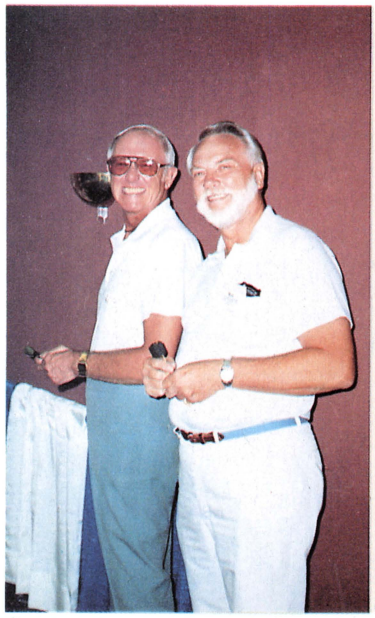
Pool and dart leagues are extremely important to Illinois operators as evidenced by the interest at the June Illinois Coin Machine Operators Association trade show held in Decatur. Guest speaker AMOA president Dick Hawkins, a strong advocate of leagues with over 5,000 players in his own company's leagues, said that darts were the first marketing effort by AMOA and are a consistent source of profit for operators. He told operators that the second annual tournament drew 200 teams.

Walt Lowry told operators that many "don't realize the strength leagues have in locations; the players won't let the location get rid of the tables." Lowry also pointed out that AMOA has gained members because of the dart program.

Operators seemed already convinced of the potential of leagues. "Without them my business would be in bad shape," said one operator. "Leagues have really helped me establish strong ties with my locations," said another. These sentiments were echoed by many others during the show.

Electronic dart manufacturers turned out in force; Merit, Arachnid, and Valley representatives stayed busy answering questions. Very few other manufacturers showed up. Not expecting a large crowd, the over 150 attendance was a pleasant surprise to the manufacturers who did come. "This turned out to be a pretty good show," observed Jerry Marcus of Atlas Distributing.

Over $20,000 was raised for the PAC fund at an auction. The official auctioneer was once again Valley's Chuck Milhem, who has conducted successful auctions in the past.



The Owl Darts boys smile over the interest in darts.

Scott Keller, left, who provided the voice for Scotty the Monkey, and Wiley Irwin of Betson.

Exhibitors Gus and Jeff Tartel of Singer One-Stop.

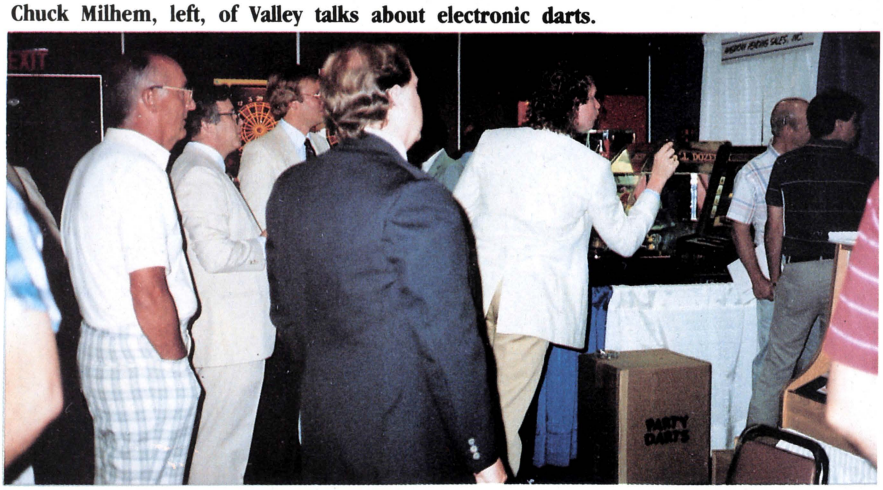
Jim Stansfield, Stansfield Vending, talks with Dan Dinnibiel of Graynound.

Maria from Ace Novelty talks with operator Kem Thom about plush for cranes.

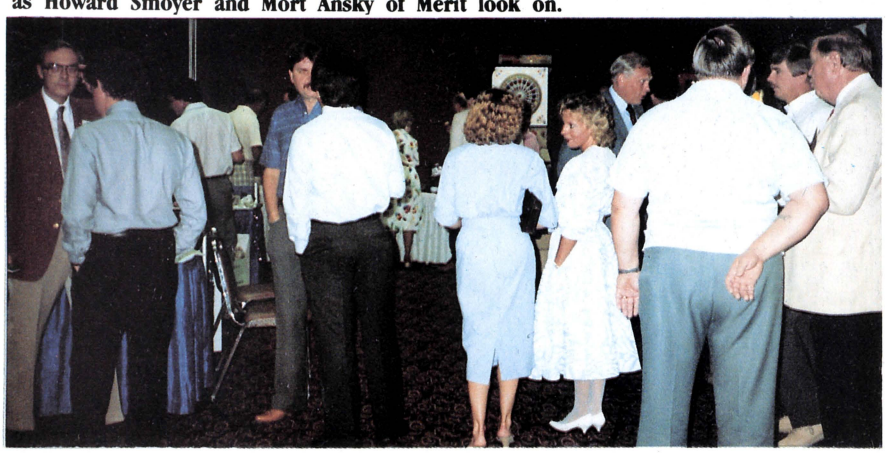
Bonnie and Don DeVale, Valley Company, talked with operators about the benefits of dart leagues.

From left, John Neville and Frank Gumma of American Vending talk with operator, Tim Jones.

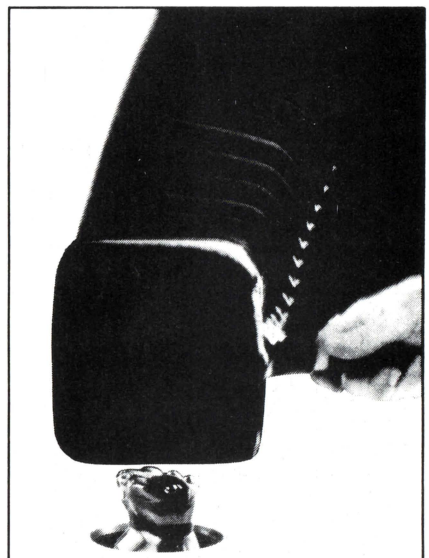
Chuck Milhem, left, of Valley talks about electronic darts.



Operators were very interested in electronic darts. Here a group plays a Merit game as Howard Smoyer and Mort Ansky of Merit look on.



Operators visit the exhibit floor.



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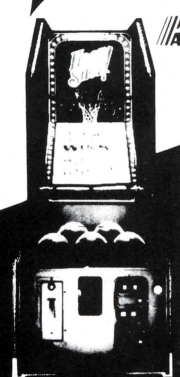

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It was more than just your ordinary welcome when AMOA president Dick Hawkins and his wife Patti arrived in Decatur for the ICMOA show. Ted Furkin, Salvo Distributing, sent his Lear jet to Minnesota to pick the Hawkins' up. When they landed in Decatur a band was playing "Hail to the Chief" as Dick stepped down onto a red carpet leading to a waiting limousine. "This was quite a surprise," exclaimed Dick. "But a welcome one."

The group, which also included Jim Stansfield of Stansfield Vending and Bill Prather, was met by ICMOA executive director Art Seeds and president Paul Hoffmeister.

Paul Hoffmeister shakes hands with Jim Stansfield as others look on.

From left, Corey Furkin, Art Seeds, Bill Prather, Ted Furkin, Jim Stansfield, Paul Hoffmeister, and Dick and Patti Hawkins.

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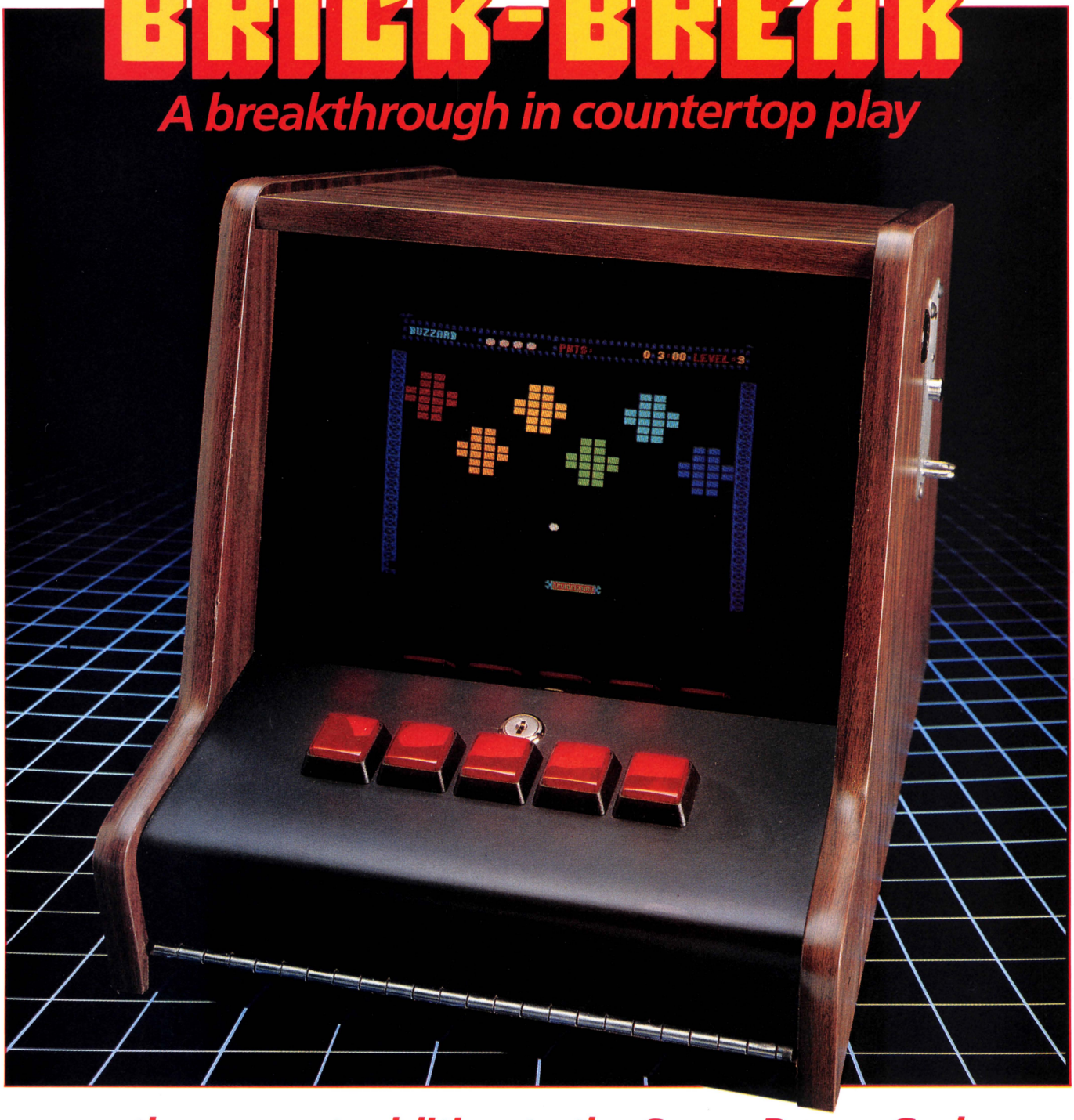

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STATE SHOW

Come On Down!

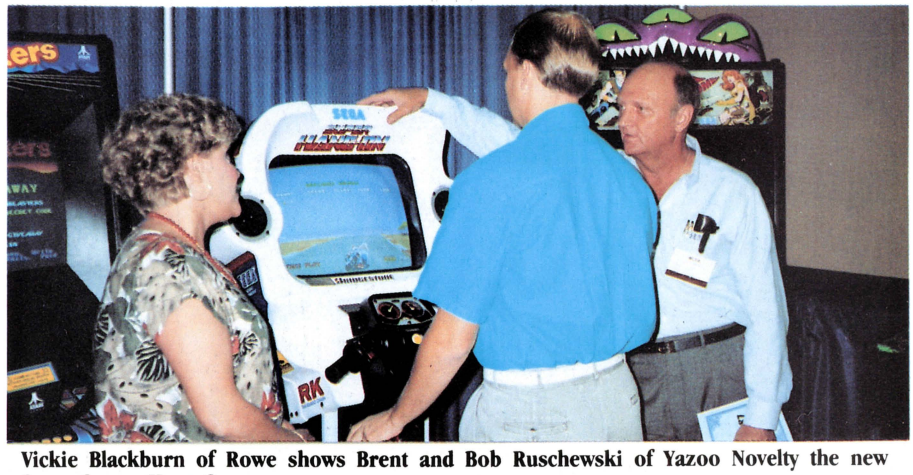
Jackson was the host city for the June Mississippi Coin Operators Association annual convention and trade show. After mingling with manufacturers and distributors on the exhibit floor, operators were treated to a banquet featuring country/western star Ronnie McDowell.

An auction of donated equipment, held during the banquet, raised a total of $10,000 for the legal defense fund.

Seminars and speakers included: Bob Hodges of Arachnid who gave operators tips on organizing dart leagues explaining the benefits they could derive from very little effort; Tom Cahill of Williams held a pinball troubleshooting seminar hitting the fine points of searching out problems; Warren McDonald talked about the future of laser music; and Scott Keller of Betson gave a seminar on cranes and redemption offering advice on arrangements, change, and alternating plush for profit.

Bob Mordica of Pal's Music tries his hand at winning a prize.

Operators attended a variety of timely seminars.



Vickie Blackburn of Rowe shows Brent and Bob Ruschewski of Yazoo Novelty the new Sega *Super Hang-On.*

Operator J.W. Butler, center, of Clarksdale Music talks with Jeff Greene, right, of Franco Distributing and Pete Walton of Nintendo.

Kane Amusement's Marisa Kane, left, talks with Sarah and Frank Ragsdale of Frank's Amusements.

Mimi Keine and her dad Jules Pechon of Mardi Gras Plush.

Greene Coin Machine's Jan Green, left, welcomes AMOA president Dick Hawkins and his wife Patti.

NSM's Rus Strahan, left, listens intently to a question from operator Jimmy Wood as Cindy "Boo" Wood looks on. (More on page 20)

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GRAND OPENING

Kane opens in New Orleans

Kane Amusement Distributing Co. celebrated the grand opening of its New Orleans area branch office with an open house on June 17, welcoming local operators and manufacturer representatives showing new product.

Kane has been in business for 27 years. Headquarters are in Hattiesburg, Miss. A positive feeling about the amusement industry led to this expansion, noted George Kane. In fact, Kane opened another branch office on August 1 in Jackson, Miss.

The Jackson office, a 5,000 square foot facility, is located at 5022 Highway 80 East. Next door, at 5024, Kane has opened a new 10,000 square foot warehouse that will service its Mississippi and Louisiana operations.

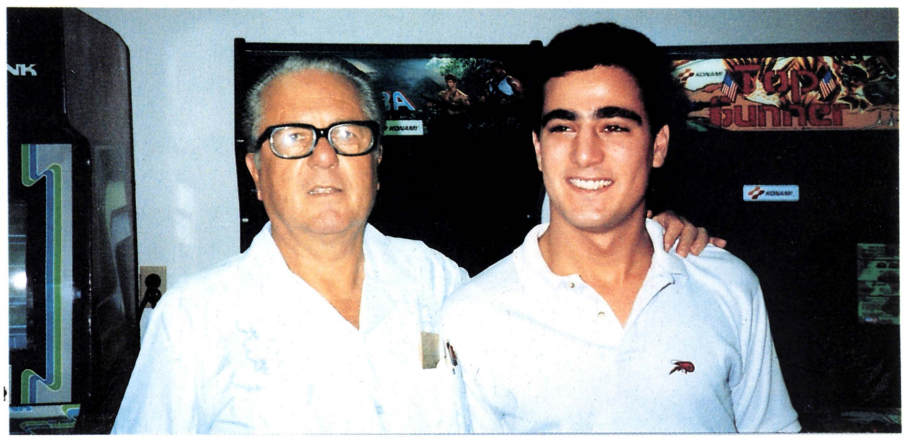
Among new products on display at the New Orleans opening were: Romstar's *Revenge of Doh* and *Super Qix* videos, Gamemasters' *Spin Out II* merchandiser, Taito's *Darius* and *Rastan* videos, Betson's *Scotty the Monkey* merchandiser, Data East's *Gondomania* video, and Smart Industries' two-player *Diamond Mine* merchandiser.

Other product on view included games from Capcom, Konami, Kramer Mfg., Leland Corp., Merit Industries, Nichibutsu, NSM, SNK, Status Games, Tecmo, The Valley Co., Williams Electronics, and Wurlitzer.

Two service seminars were conducted the same day, one on jukeboxes by Rus Strahan of NSM and one on pinball by Tom Cahill of Williams.

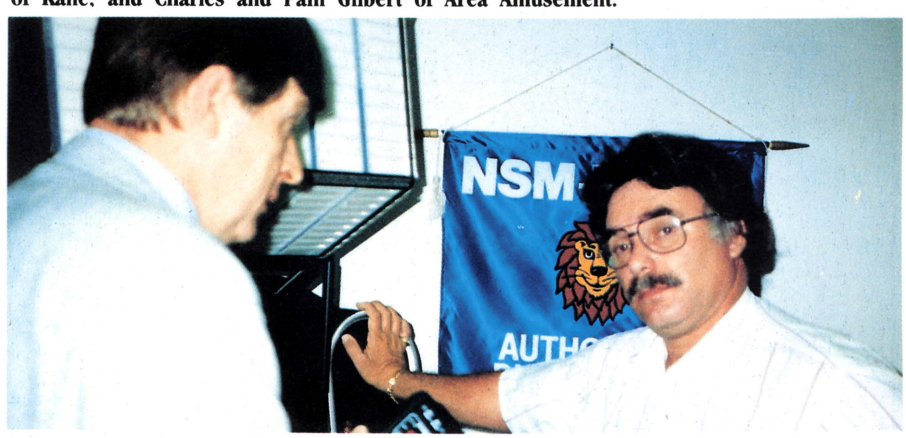
(More photos on page 24)

At the pinball seminar are, left to right: Bill C'Neal of Area Amusement, Tommy Royce of Royce Amusement, Charlie Gilbert of Area Amusement, Tom Cahill of Williams, and Bryan and Ted Huffine of BAG Amusement.



Charles Pace, left, and Sheva De Matteo of Tac Amusement.

Celebrating are, left to right: Estelle and Bill O'Neal of Area Amusement, Larry Maniscalco of Kane, and Charles and Pam Gilbert of Area Amusement.



Rus Strahan of NSM, left, talks with John Parrino of Southern Amusements.

G. E. Singleton, left, and Nick Galliano of Tac Amusement.

Christy Landon and George Kane, Sr. on the showroom floor.

Marisa Kane with Jerry Reeves of Southern Music, left, and Al Cofer of Gamemasters at Kane's dinner following the grand opening.

Jerry Reeves of Southern Music, left, and Sal Gagilano of Honey's Coin Amusement.

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George Kane, Jr., left, welcomes Allen Jaeger of Jaeger's Seafood Restaurants.

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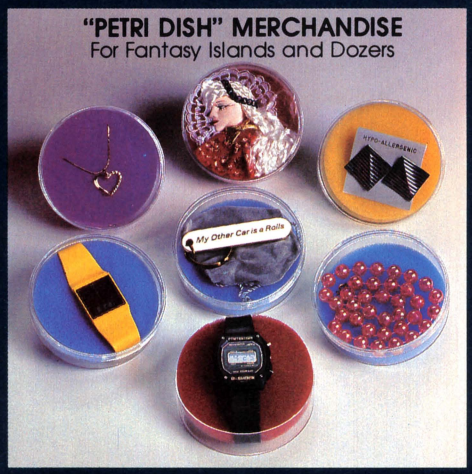

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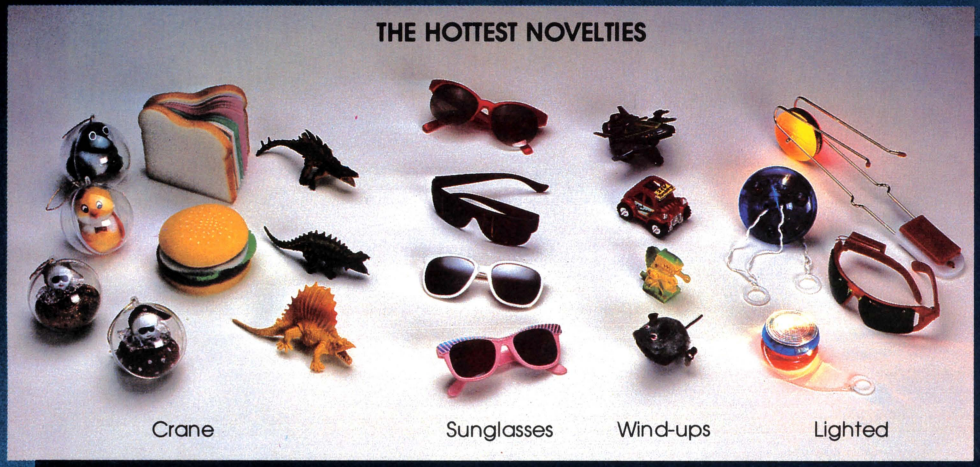

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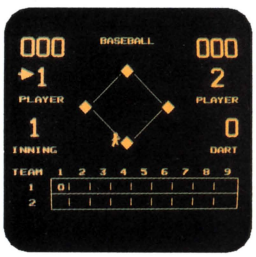

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STATE SHOW

Music-Vend/Dunis Party and WAMOA Expo

Music Vend/Dunis Distributing Co. of Seattle hosted a cocktail and dinner party for manufacturer representatives attending the Washington Amusement and Music Operators Association (WAMOA) Expo '87 held in Bellevue, Wash. in June (see State Update for more on the event).

Raymond Galante, president of Music-Vend/Dunis, and his wife, Jeannette, hosted the party at their Bellevue home. During the Expo, Music Vend/Dunis also sponsored a free drawing. Prize winners included Western Music Co. of Twin Falls, Idaho; Washington Music Co. of Tacoma, Wash., Masterman Vending of Tacoma, Wash.; and Nelson & Michael Distributing Co. of Seattle.

Al Marsh of Hart Novelty in Bellingham, right, discusses equipment with Lamar Forque.

At the Galante home, Marv Galante welcomes Greg Rice of Atari, center, and Tim Jackson of Romstar.

Richard Poston of Arrow Amusement in Spokane, left, at the Expo with Marv Galante.

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Marv Galante of Music-Vend/Dunis, left, at the company booth with Steve Livingston of Bumper Amusement in Spokane.

Mike Barton of B & I Amusement in Tacoma, right, and Marv Galante.

Lamar Forque of Music Vend/Dunis, left, with Ron Diamond of Pearson Music in Port Angeles.

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HISTORY...
We've been building Air Cushion Hockey games for over 14 years. SST is as good as a game can be. It's state of the art.

MICA TOP?
Want a cheaper price? Try an SST with our Tuff Surface brown mica top. It's not nearly as good as Stainless Steel, but it's available if you want it.

SOLID & ATTRACTIVE CABINET
built for only one purpose . . . Air Cushion Hockey games.

SERVICEABILITY
A pleasure to service . . . both ends unlock and swing down . . . a must for clearing junk from goals . . . clear plastic goal covers show any stoppage at a glance. Blower accessed easily through filter door.

SST SPECIFICATIONS
103" x 50" . . . . . 450 lbs.
262 cm x 127 cm . . . . 205 kg.

SST FEATURES:

- Operates of combination of adjustable Time and Scoring.
- Automatic Scoring with Game Over Light.
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- Meter, secure "safe" cash box, indestructible All Steel Legs & Levelers, mil-spec Aluminum Rails & Goals all standard.
- Super-hard Durable Pucks & Hi-Profile Goalies.

WANT TO SEE SST IN ACTION?

Look In At:

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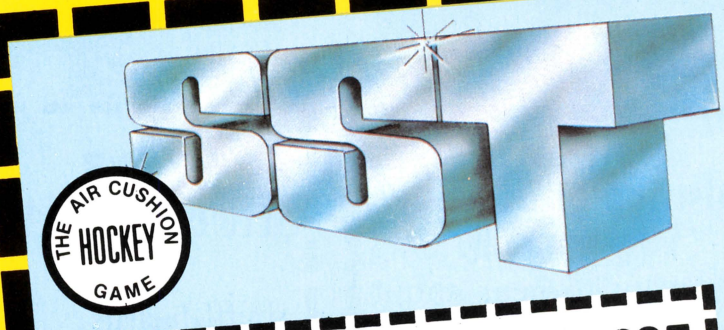
- Malibu Grand Prix • Putt Putt Golf & Games
- Pizza Time • Chucky Cheese
- Tokyo, Paris, London, Djarkarta & Thousands of Arcades & game rooms throughout the world.



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NEWS

Macke seriously injured in crash

Mike Macke, president of Gamemasters, Inc. of Norcross, Ga., was seriously injured on July 16 when his convertible collided with a tractor trailer while he was exiting from an interstate highway ramp.

Mike Macke

Macke underwent surgery on July 20 for severe head injuries. He is fully alert and in contact with friends. Follow-up surgery will be necessary due to the extent of the injuries. The prognosis is good. According to Mike Shaw, whose company Newsletters Plus handles some public relations for the company said, "Mike literally came out of the surgery and called the office. He's doing amazingly well considering his injuries."

Al Cofer, co-owner and director of marketing, will assume the office of chief executive officer until Macke's return and will proceed with game development and sale of product as usual.

Macke started Gamemasters in 1986 and introduced his first product, a merchandising unit, *Spin Out*. The company has introduced *Spin-Out II* and is presently developing a basketball game. Macke was a co-founder, along with Mike Pace, of Digital Controls, a company that produced the *Little Casino* series of countertop games. Digital closed its doors in 1985.

Industry friends who wish to send their good wishes for his speedy recovery may send them to Gamemasters, Inc., 5555 Oakbrook Parkway, Suite 240, Norcross, GA 30093.

Taito America enters home market

Taito America Corp. is entering the home software market with the release of four games that proved successful in arcades.

The games are now ready for play on the Nintendo Entertainment System and other popular home computers. Included are: *Arkanoid*, with high-precision cartridge and its own controller; *Elevator Action*, a spy-theme game; *Renegade*, the biggest pre-sold hit in Japan; and *The Legend of Kage*, an action-packed Ninja adventure.

Taito Corp., the parent company, introduced *Space Invaders* in 1978 and continues to be one of the largest video software developers. Taito Corp. is involved in the design, development, manufacturing, importing, exporting, distributing, leasing, selling, and servicing of amusement games.

Taito America Corp. opened its doors in March 1973 and licensed games. In 1979 the company started manufacturing its own product. Now it's translating a number of popular theme games with high-resolution graphics to home cartridges.

For more details, contact Paul Moriarity at Taito America Corp., 660 S. Wheeling Road, Wheeling, IL 60090, (312) 520-9280.

Grayhound goes public

Grayhound Electronics, Inc. announced that as of June 1987 it has gone public under the same name and that its stock will be trading on the over the counter market at the end of July.

According to Carmen Ricci, chairman of the board of Grayhound, "We hope to better serve the coin-operated amusement industry with this move. We are expanding our manufacturing facilities and research and development departments for new products and services. We want to fill all existing orders and ensure the future growth of our products and services. We felt going public would best serve these purposes and goals."

Grayhound also announced a new leasing program for its line of skill cranes as an alternative to outright purchase of the machines as has been customary in the past. Grayhound also supplies crane prizes, its own labeled and designed items, for skill cranes and other types of cranes on the market. For information on this service call 800/222-0491.

For any information on Grayhound public company stock, contact George Wellington or his associates at Wellmont Securities (212) 693-1282.

AMOA names Bohrer

The board of directors of the Amusement and Music Operators Association (AMOA) has approved a slate of new officers for 1987-88 with Walter Bohrer, Jr. of Hastings Distributing in Milwaukee set to become president at AMOA Expo '87 in November. Bohrer will

Walter Bohrer, Jr.

succeed Richard Hawkins of D&R Novelty in Rochester, Minn.

Other officers are: Clyde Knupp of Amuse-O-Matic Co. in Fort Dodge, Iowa, first vice president; Jack Kerner of Melo-Tone Vending, Inc. in Somerville, Mass., treasurer; and Jim Trucano of Black Hills Novelty Co. in Rapid City, S.D., secretary.

Other vice presidents set to take office are: R.A. Green, III of Rosemary Coin Machines in N. Myrtle Beach, S.C.; Richard Scherer of Oakland Cigarette Services/United Music Corp., of Oakland Calif.; and Bill Stone of Stone Amusement Co. in Tullahoma, Tenn.

Greater Southern hosts seminars

Greater Southern Distributing Co., Inc. of Atlanta, in conjunction with Williams Electronics, recently sponsored two service seminars on *F-14 Tomcat.*

The seminars were held in Atlanta and Valdosta, with a total of 75 operators from the Greater Southern service areas in attendance. *F-14 Tomcat* has been a well-received game and Greater Southern wants to insure a high level of operator education by arranging seminars to help its customers keep up with technological changes and advances.

Dynamo appoints Paramore

Dynamo Corp. of Richland Hills, Tex. has appointed Damon Paramore to the post of national sales representative.

Paramore comes to Dynamo with three years of experience as an operator of video games and three years of experience in product management and sales in the electronics industry.

He will report to Mark Struhs, vice president of sales and marketing for Dynamo.

Damon Paramore

AMOA Directory

Members of the Amusement and Music Operators Association (AMOA) have already received their copies of the 1987 Membership Directory, but non-members also may obtain this helpful booklet by sending a request in writing with a fee of $150 to AMOA Headquarters, 111 E. Wacker Drive, Chicago, IL 60601.

The directory is important for all those in the industry since it lists officers, directors, staff, and committees of AMOA; member companies listed alphabetically; operators listed alphabetically by last name, state, and county; state and local associations; plus the AMOA constitution, by-laws, and the

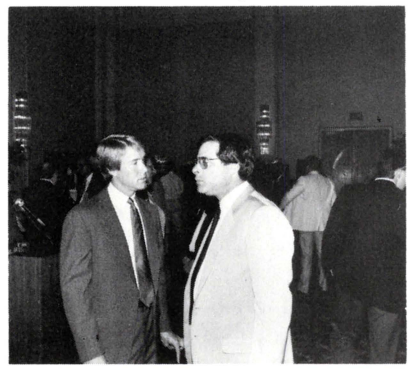
Sega hosts distributor meeting

Sega Enterprises introduced its newest product at a late spring distributor meeting at the Westin O'Hare Hotel in Chicago.

Included were the dedicated *Super Hang-On* in upright and mini sit-down models plus the one-or two-player *Alien Syndrome* that comes with a lighted alien header on top of the cabinet. Read all about them in our new products section this issue.

Sega executives and sales representatives were present for "hands-on" demonstrations. Glowing revenue reports were quoted and all the fine details of the games explained.

Mark Haim of R.H. Belam, left, and Glen Charney of Viking Vending try *Super Hang-On.*



Sega's Tom Petit, left, and Michael Stroll.

Hank Heiser of Cartel Distributing aboard *Super Hang-On.*

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code of ethics.

In the introduction by Richard Hawkins, AMOA president, he terms the directory "a total resource on our vibrant year" and an "invaluable reference tool."

Norberg-Paulsen takes AMOA/NDA post

Tami Norberg-Paulsen of C&N Sales Co. in Mankato, Minn. has been named president of the AMOA National Dart Association (AMOA/NDA) for 1987-88.

Tami Norberg-Paulsen

Norberg-Paulsen, who has extensive experience in league promotion, was selected at the association's general membership meeting held during the AMOA/NDA annual tournament in May. She succeeds Ed Schultz of Ed's Distributing in Lansing, Mich.

Other officers are: John Spears of Winnebago Coin in Fon du Lac, Wis., vice president; and Tony Urso of Madison Coin Machine Co., in Monona, Wis., secretary.

Nine new members have joined the AMOA/NDA: Beach Distributing of Minneapolis; Ed's Novelty of St. Cloud, Minn.; Modern Coin Equipment, Inc. of Minot, N.D.; North Central Gaming Co. of Great Falls, Mont.; Rainbow Novelties of San Francisco; Integral Technologies Corp., of Bloomington, Minn.; TNT Darts of Cary, Ill.; Scott's Vending of Two Rivers, Wis.; and Darts 'n Stuff of Somerset, Manitoba, Canada.

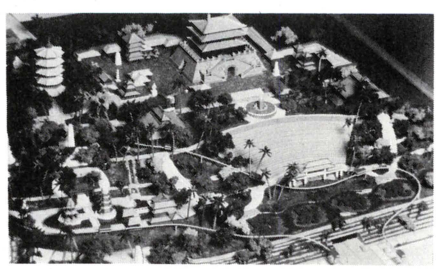
Any AMOA members interested in joining the association can contact Joe Conway, AMOA/NDA coordinator, c/o Hastings Distributing, 1718 North First Street, Milwaukee, WI 53212; (414) 203-2444. The membership fee is $150.

The association has available three educational tools helpful in organizing dart leagues: a VHS videotape for $30; a cassette tape for $5, and an operator handbook for 75 cents each. Members can request the first handbook free. Send a check or money order to Conway at the above address for any of these items. Include your name, company address, and phone number with each order.

Singapore redevelops theme park

Haw Par Villa, one of Singapore's top tourist attractions, is being redeveloped into the world's first Chinese mythological theme parks and is scheduled to open during early 1989. The park presently draws over one million visitors per year.

Portions of the park will remain open to visitors during the reconstruction phase. This redevelopment is part of Singapore's five-year Tourist Product Development Plan, a $500 million project to retain Singapore's exotic east image. The redevelopment will cost an estimated $25 million and will expand the waterfront park from eight acres to 20 acres.



Model of redeveloped Haw Par Villa in Singapore.

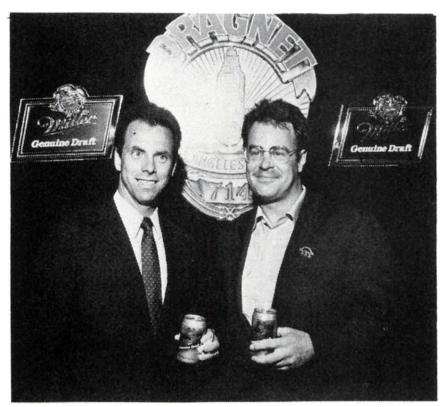
The new Haw Par Villa will expand on the existing walk-through statue garden's basic theme of Chinese legends, culture, and fantasy through the use of high-tech special effects, animation, and exciting rides.

Attractions will include an artisan's village, outdoor amphitheater, Beijing Palace museum, oriental puppet show, jump fountains, a boat ride called "Spirits of the Orient", journey to the west, splendor of China, philosophers of China, and creation of the world.

The Huntington Beach, Calif. firm of Battaglia Associates has been engaged as consultant for the park's master plan. Battaglia was involved in the master planning for Expo '86 in Vancouver, Canada. The firm is currently designing the Lotte theme park in Seoul, Korea that will open for the 1988 Olympics.

Miller launches "Dragnet" promotion

Operators with bar locations may be interested in knowing that Miller Genuine Draft has launched a major national promotion in conjunction with the release of Universal Studios' newest flick, "Dragnet", a spoof of the long running TV series of the past.



Ralph Kytan, left, of Miller Genuine Draft with Dan Aykroyd, star of "Dragnet".

The promotion is a sweepstakes conducted in July and August. Prizes include a 1987 black Corvette, a 750cc BMW motorcycle, and a not-so-new police car--all genuine props from the movie. Additional prizes are "Dragnet" director's chairs from the set and movie posters featuring stars Tom Hanks and Dan Aykroyd.

Consumers enter (where legal) by calling a toll-free number and entering secret badge numbers, actually the freshness dates printed on Miller Genuine Draft bottle caps or on the bottoms of the brew in cans. In areas where the sweepstakes is not available, posters will be offered.

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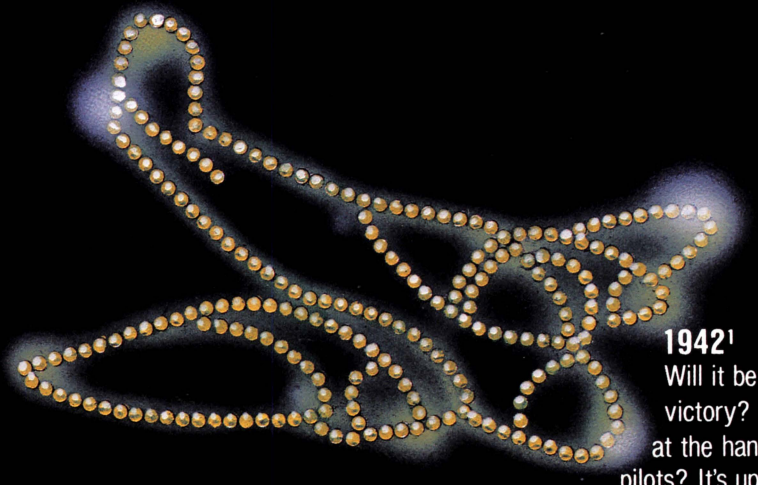
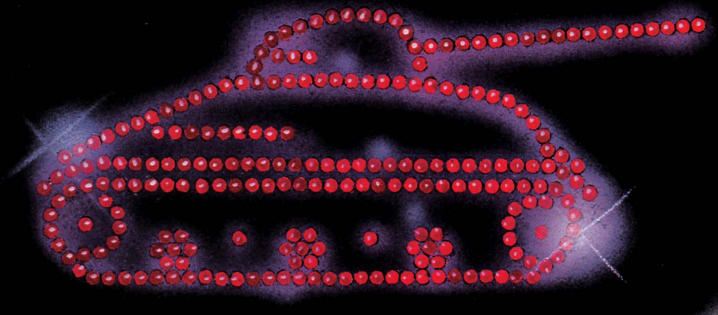


1942[1]

Will it be high-flying victory? Or defeat at the hands of enemy pilots? It's up to you and Super Ace to dodge and attack the incoming aircraft. Climb aboard and blast 'em out of the sky!

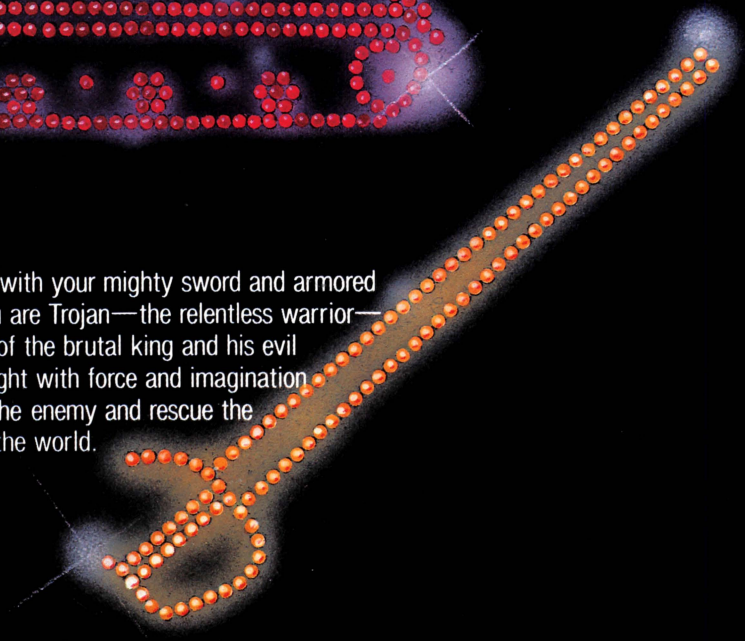
Rush'n Attack[3]

Your secret mission: to free dozens of POW's held captive inside a heavily armed guerrilla camp. Make your way with caution and skill to overcome the enemy, capture their weapons and destroy the base.



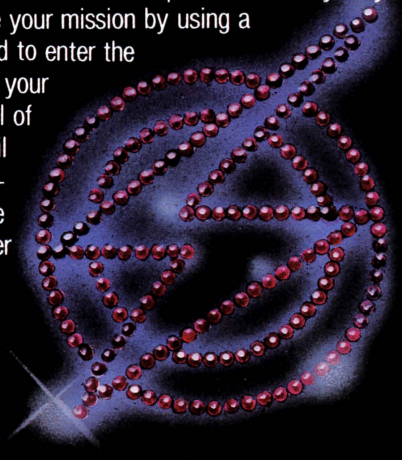
Trojan[2]

Armed with your mighty sword and armored shield, you are Trojan—the relentless warrior—in pursuit of the brutal king and his evil empire. Fight with force and imagination to defeat the enemy and rescue the people of the world.



Metroid™

You will have to take on the two mini bosses before you'll get your chance at destroying the Mother Brain in this complex maze of mystery. Continue your mission by using a password to enter the game at your last level of play until you vanquish the evil under ground.



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Go head-to-head with the competition in eight grueling athletic events: 100-meter dash, long jump, hurdles, javelin, skeet shooting, triple jump, archery and high jump. Start training for the arcade Olympics!

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Welcome to the deadliest dwelling on earth. Ghosts, goblins, demons and bats lurk in the shadows—all thirsty for your blood. Fight your way to the tower with your Magic Whip. Then face a duel to the death with the evil Count.

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*Offer for receiving five Game Exchange coupons for each conversion kit purchased is available for a limited time only. Contact your Authorized Nintendo Distributor for details.

A limited number of dedicated PlayChoice-10 cabinets are available. Check with your Authorized Nintendo Distributor.

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Turpin joins Nichibutsu

Nichibutsu is pleased to announce the addition of Terry Turpin to its staff. He will be the national sales director.

Turpin comes to Nichibutsu from The Game Exchange in Columbus, Ohio, where he was the sales manager for four years. He will be working out of his Ohio office.

Turpin can be contacted through Nichibutsu in California (213) 408-0515, or in Ohio (614) 235-5487.

Terry Turpin

U.S. Games selects Staton

U.S. Games, Inc. of Atlanta has selected J. Randall Staton as its vice president of marketing. He will be responsible for the sales and marketing of all U.S. Games' coin-operated equipment, both dedicated and conversion games.

Staton was formerly vice president of operations and director of CircuiTronix, Inc., a Georgia-based producer of electronics for public pay phone manufacturers.

Staton stated that he has organized his department to serve distributors and operators with timely, dependable products, service, and information.

He said he is working to establish effective relationships with selected U.S. and Canadian distributors as well as to insure operators have easy access to products like *Super Duper Casino*

J. Randall Staton

conversion boards. He also is developing a program that will provide operators with periodic upgrades for the game as the company expands the game's library.

Communidyne enlarges, offers lease program

Communidyne, Inc. of Chicago has moved to new and larger office and warehouse space in Northbrook, Ill.

The company also announces a nationwide lease program that allows operators to sell the countertop unit, *Breath Analyzer*, to their customers and to add on a condom machine to the lease for a small additional monthly charge.

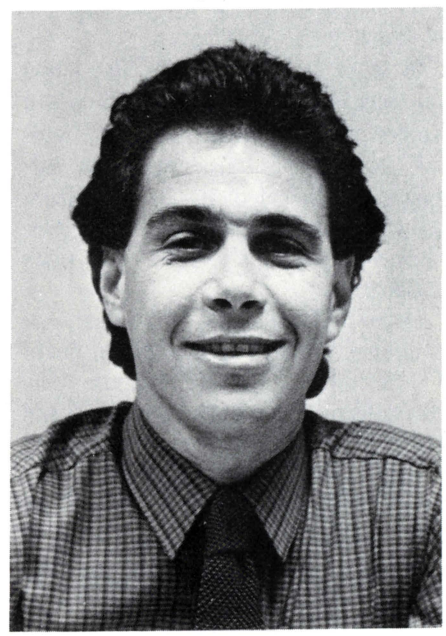
For more information, contact Communidyne, Inc. at its new headquarters: 636 Anthony Trail, Northbrook, IL 60062; (312) 498-2444.

Romstar promotes Lopez

At its recent distributor meetings in Chicago, Romstar announced the promotion of Rene Lopez to vice president of marketing and sales.

Lopez has 18 years of experience in the coin-op industry . He previously was director of sales and marketing. His extensive background includes ten years with Bally, over four years with Taito America as director of customer service, and a post as director of sales and marketing for Konami.

Romstar's meetings served to introduce the company's first dedicated video driving game, *Top Speed*, licensed from Taito; and a new kit, *Black Tiger*, licensed from Capcom.



Rene Lopez

NAMA study shows vending profits

According to the annual Operating Ratio Report of the National Automatic Merchandising Association (NAMA), average net profit before income taxes rose for vending operating companies last year from 3.2 percent of gross sales in 1985 to 4.5 percent in 1986.

"The better profit showing for last year is even more satisfying because of the improvement over 1984 when average net profit had fallen to 1.8 percent," said G. Richard Schreiber, president of NAMA. "However, the negative news is that return on assets declined to 12.4 percent during the last year from 13.4 percent in 1985. Commission payments to client locations averaged 7.8 percent, up from seven percent in 1985.

The report is based on data from 158

NAMA member firms with a combined 1986 vending sales volume of $1.4 billion. Sales per vending machine were reported higher for refrigerated foods, canned soft drinks, milk, cigarettes, hot beverages, candy, and snacks.

The complete report is available to NAMA members only, at a cost of $27.50 per copy.

In other NAMA news, the association is joining the opposition to proposed changes in the federal minimum wage laws now under consideration by the Congress in behalf of its member firms, and is urging vending and foodservice management firms to express their views to Congress.

Richard W. Funk, NAMA director of government affairs, said the NAMA board of directors voted to oppose the provisions of H.R. 1834 in the House and Senate Bill S 837 at a meeting in June.

Both bills would raise the U.S. minimum wage, in steps, to $3.85 an hour as of Jan. 1, 1988, to $4.25 one year later, and to $4.65 in 1990. As of 1991, indexing at 50 percent of average private wages would be mandatory for the minimum wage.

The NAMA statement filed with committees in both houses explains that vending industry firms, though affected by the proposed increases, could shift labor-intensive cafeteria systems to automatic vending operations, but that such a change would materially reduce employment in the industry.

NAMA informed members of Congress that the indexing provision would pose a special hardship for vending companies since many are small, privately-owned operations with wage and profit situations different from other industries such as hi-tech companies. Indexing the minimum wage to a broad industry wage average would result in spiraling cost increases that would not apply to the vending industry.

Arachnid welcomes French visitors

Industry representatives from France visited Arachnid's Rockford, Ill., headquarters this summer and toured the manufacturing plants plus several

Bernie Powers of Arachnid, left, with Pierre Delcher and Mireille Chevalier and Dider Salmon

locations to see first hand the success of *English Mark Darts* and *English Mark Dart* programs.

Dider Salmon of Player Spécial Diffusion and his customer Pierre Delcher were guests of Arachnid. After reviewing photos of the BullShooter II International Grand Tour finals tournament held last May, both men agreed that French teams will be challenging for the European Cup at the BullShooter III Finals on memorial day weekend in May, 1988.

WAMO honors Stansfield

During its annual state convention and trade show in mid-May at the Interlaken Lodge at Lake Geneva, Wis., the Wisconsin Amusement and Music Operators (WAMO) elected officers and honored Jim Stansfield of Jim Stansfield Vending, Inc. in La Crosse.

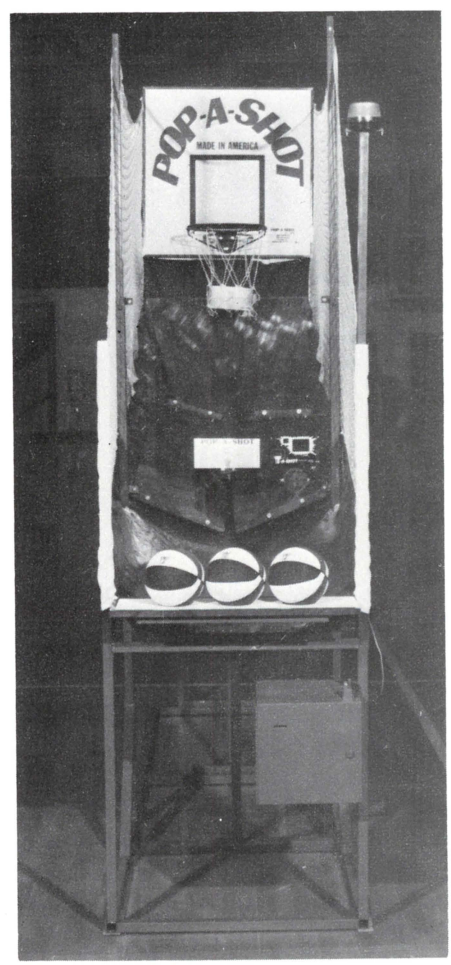
Stansfield received the C.S. Pierce Award for career achievement in the coin-op industry. His lifelong dedication to the business dates back to the 1930's. Stansfield served many years on the WAMO board of directors and served as president 13 years ago. He is well known for his civic contributions as well. Now retired, Stansfield is the fifth recipient of the award.

WAMO's newly elected board of directors include Bryan Hubbard of Coin Machines, Inc. of Colfax; Donald "Bud" Johnson of Gardner Sales, Inc. of Edgerton, and Eric Jacobson of Amusement Devices, Inc. of Kaukauna. They assumed their directorships on July 1.

Officers for the coming year include Ralph Fleege of Mitchell Novelty in Milwaukee, president for a second term; Jim Stansfield, Jr. of Jim Stansfield Vending, Inc. of La Crosse, vice president; and Colleen Pawlowski of Weinandt Music Co., Inc. of Menasha, secretary-treasurer. The new board held its first meeting in Madison on July 29.

Pop-A-Shot error

An outdated photo of the *Pop-A-Shot* basketball game appeared in the Summer Buyer's Guide section of our July issue. The error was unintentional and we apologize for any misconception of the game's appearance.



The correct photo appears here.

Pop-A-Shot, the parent company, introduced its first unit in early 1985 and the game has been a popular novelty piece ever since.

For more information on this game contact Pop-A-Shot at (919)271-8727.

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- Optional Ticket Dispenser
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Single Crane Model

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Height 78¼''

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Air Hockey Exhibition

Patrice Nale of Houston, the current national women's champion of Air Hockey, joined Dallas' Paul Marshall, ranked #7 in the U.S., in conducting a championship exhibition recently at Challenges Arcade in North Richland Hills, Texas.

The previous night, May 14, Nale had displayed her talent at the Dynamo Booth at the ShowBiz Pizza Time Franchise Show, held at the Dallas/Fort Worth Hilton. Representatives of 250 franchised and company owned ShowBiz stores were on hand for their annual meeting and show. A number of coin-op manufacturers were present to show their games. Dynamo's new Air Hockey table has been very popular at many ShowBiz locations.

At the Challenges Arcade, the young players are very competitive, and eagerly awaited their shot at beating the pros. The challengers were surprisingly good and gave the champions a scare or two. Patrice Nale held her own but Paul Marshall was forced once to rally from a 6-4 deficit, finally winning 7-6. Dynamo's Mark Robbins reports that the table at Challenges is earning in excess of $300 per week, and arcade manager Kent Schrader has responded to player demand by organizing tournaments on a weekly basis.

For more information on tables, promotions, and upcoming tournaments, contact Mark Robbins at Dynamo, 800/527-6054 or 817/589-7699.

Milhem's VNEA term expires: Nemgar honored

The end of an era as far as the Valley National Eight-ball Association occurred recently at the Bally Grand Hotel in Las Vegas during the International team and singles tournament awards banquet when Charles P. "Chuck" Milhem, founder and president, announced that his term will expire following the 1987 season.

Milhem, Chairman of the Board of VNEA, has watched the organization grow from an original 2,500 participants in 1981 to an amazing total of more than 25,000 in 1987!

The president of the Valley Company, a subsidiary of Kidde, Inc., Bay City, MI, which supplies the more than 100 tavern-size pool tables for this prestigious event, will relinquish his duties to the highly capable Scott Nedberg, Jack Eiser Sales Co., Fort Wayne, IN.

Nedberg saved as chairman of the 1987 Tournament Committee and now will handle the chairmanship and presidency of the VNEA for 1988.

Milhem was the impetus and guiding force behind the rapid growth and development of the VNEA. He will continue to serve as a consultant in an advisory capacity.

Other members of the board who serve as officers and directors for 1987-88 are Emil Marcet, secretary and director, The Valley Company, Bay City, MI; Roger Rasmussen, first vice president and director, Music Services, Marshall, MN; John O'Connor, second vice president an director, Henry W.T. Mali and Co., New York, NY, and Gene Urso, treasurer and director, Madison Coin Machine, Monona, WI.

Nedberg, in turn, will turn over his duties as chairman of the Tournament Committee to Jim Mason, Hi Country Games, Laramie, WY.

Mason will be joined by Marcet, O'Connor, Urso, Cheryl McCown, Charlie's Recreation & Vending, Eugene, OR; Roger Rasmussen, Music Service & Vending, Marshall, MN; Fred Saack, D&R Star, Rochester, MN, and Lewie Hageman, A. Van Brackel & Sons, Defiance, OH.

The success of VNEA now has reached international status due to the energetic leadership of Milhem who also announced that VNEA truly is international with the association of charter holders in the United Kingdom and West Germany for 1988.

Former recipients of the VNEA Meritorious Service Award A.M. "Red" Jones, Milhem, Warren Kelly of the Valley Company and Gary Benson, High Country Games & Music, Inc., Fort Collins, CO., were on hand to honor the 1987 recipient, Bill Nemgar, formerly of the Valley Company who still serves as a consultant and is affiliated with Salmon River Amusement Co., Salmon, ID.

The seemingly effortless running of this major event could not have been possible without the endless energy of the referees and statisticians under the direction of Hageman.

For the first time the VNEA instituted a Referee Certification Program and the results were highly satisfactory. Very few, if any, complaints were lodged during the six-day competition.

Each year the VNEA honors those players who achieve the rare distinction of registering what is termed "30-Zip" performances. This award goes to the individuals who win all three games on a given night of play by successive scores of 10-0 against their opponents.

This means that these players run out without allowing their foes to make a single ball during any of the three games played that evening.

Recipients for 1986-87 are Bill Bohrer, Mankato, MN; John Bussey, Lincoln, NB; Dan Crabtree, Salem, OR; Len Jaszewski, La Crosse, WI; John Litshiem, Monona, WI; L. Pederson, Porter, MN; Pete Quinn, Winona, MN and Glen Rochleau, Kennewick, WA.

D&R Sportman's Bar, Rochester, MN and the Caboto Club Windsor, ONTARIO., whose yellow and black outfits at this year's event earned these men the nickname "The Killer Bees," were awarded the "Best Dressed Team" honors for last year's tourney.

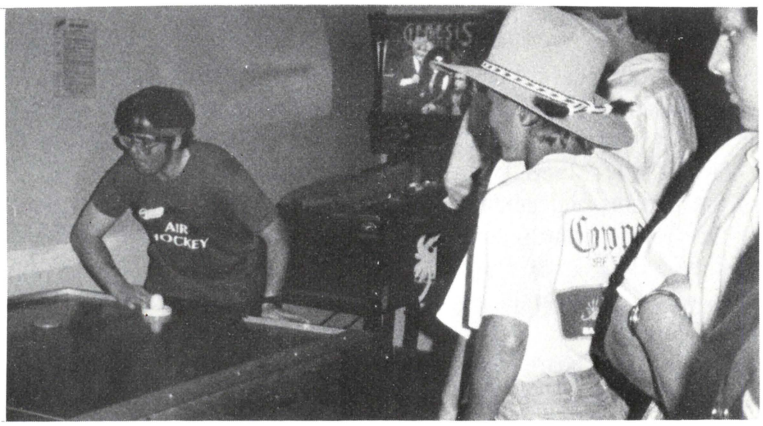
Every year Milhem's Valley Company provides a tavern-size table to one of the tournament participants who is fortunate to have his or her name drawn from among all those competing.

This year the Mali Company also joined in to give away a second tavern-size table to the lucky recipient.

Sherry Andrist of Rochester, MN won the Valley table and Lloyd Invy of Salmon, ID took home the Mali donation during the drawing held at the buffet honoring all the players following the conclusion of the tournament.

Patrice Neal, current women's air hockey champion.

Chuck Milhem



Paul Marshall, ranked #7 in U.S. in air hockey.

Bill Nemgar

Men's team champions, Mongo Murph's #1

Women's team champions, Ranallo's Wildcats

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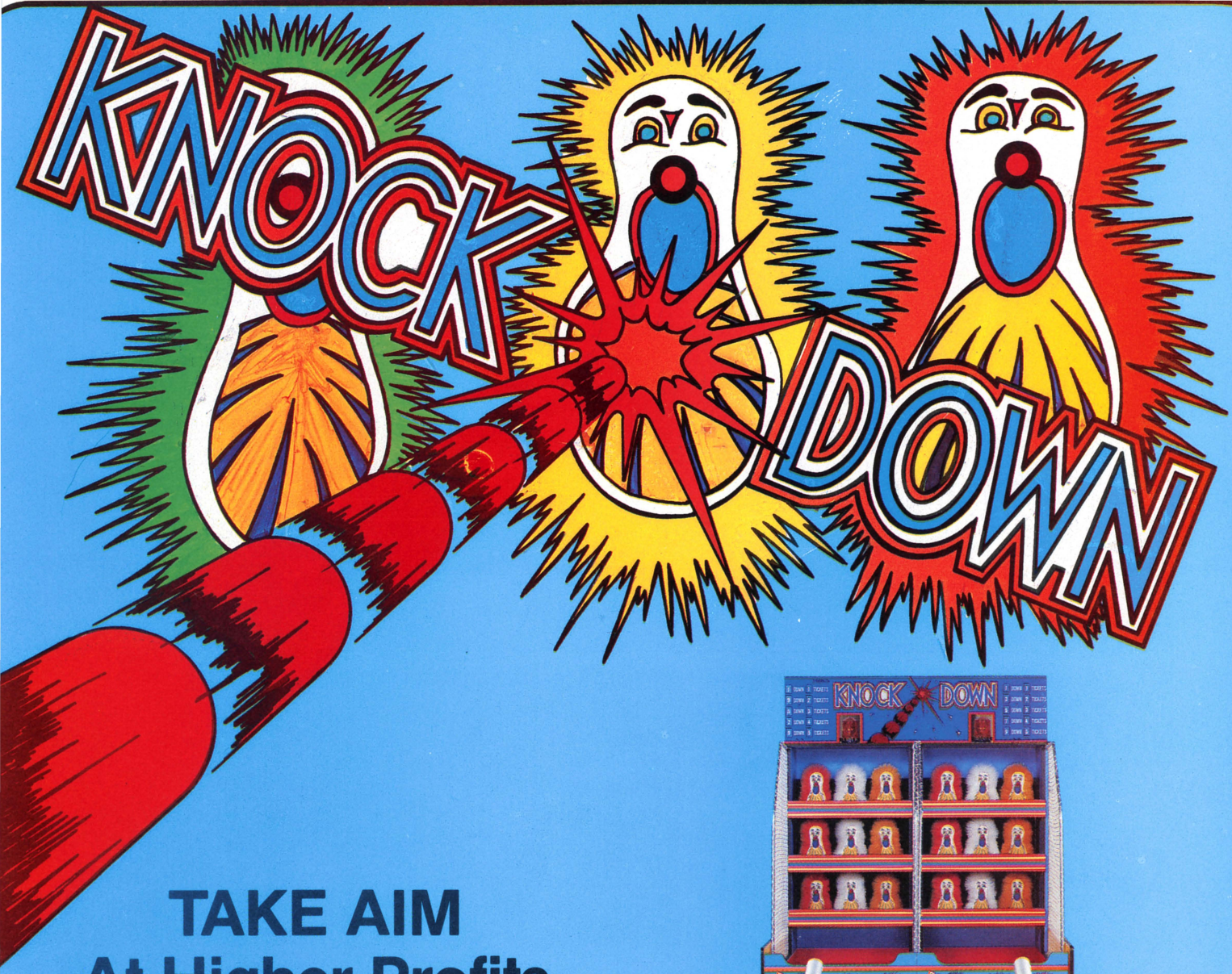

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Favero & Hague win VNEA

Dennis Favero became the second player to etch his name into the record book and Janene Hague, the second successive Cannon Lanes individual star, as the seventh Valley National Eight-ball Association (VNEA) International Championships concluded recently at the Bally Grand Hotel in Las Vegas, NV.

Favero battled through the double-elimination format of his bracket to emerge victorious and then waltzed through four finals matches undefeated to collect the $1,450 first-place prize and a handsome plaque.

Hague's route to a similar destination was somewhat different than that of Favero. She captured her bracket and moved into the select field of 16 female finalists, from an original entry list of 128.

Hague won two successive winners' bracket finals contests before falling to eventual runnerup Cathy Krentz in the bracket finals.

Hague moved into the losers' bracket finale where she ousted third-plac finisher Colleen Bromengem to advance to the overall championship finals against her heretofore unbeaten Cannon Lanes teammate Krentz.

The Minnesota lass was not to be denied. She smoothly stroked her way past the winners' bracket champion to pocket the $750 first-place money and also received a handsome plaque.

For the Windsor, ONTARIO Canadian-born Favero the singles victory over an original, cumbersome field of 348 men enabled him to become just the second player in VNEA International competition history to record a "double."

Chris Glass, also a teammate of women's singles 987 winner Hague, was the first player and only woman to do so taking the 1986 singles title in the first year the VNEA staged the event.

"Considering the amount of players and the caliber of competition, I am proudest of my achievement because of this factor," Favero said.

"Now, to win this and for me to come through will really help my confidence," Hague analyzed.

In the doubles event singles winner Dennis Favero's team Mongo Murph's No. 1 of Windsor, ONTARIO emerged victorious.

Ranallo's Wildcats gathered momentum in the late stages of competition and defeated two-time defending women's team champion Cannon Lanes of Cannon Falls, MN twice in the overall finals to win the first-place honor.

Non-playing captain Elmo Burgess expertly guided the Mongo Murph's No. 1 entry past 190 other men's five-player groups to deny the Caboto Club No. 1, also of #Windsor, ONTARIO, in its second consecutive try for the men's championship.

Just last year Town & Country Amusement charter-holder Charlie Kobryn's Caboto Club entered the overall finals undefeated. The team was thwarted in its attempt to claim male superiority by an ambitious aggregation from La Crosse, WI, the Red Sails No.2, which roared back to win successive matches.

A similar occurrence became part of VNEA history this year, as Favero, Harry Sexton, Isaac Gonzalez, Pat White and Ron Wiseman teamed to earn Mongo Murph's No. 1 its initial championship and the $5,000 team prize.

Although one may recall this team competition as the "Canadian Sunset," a "never-say-die" contingent from Minnesota led by one of three American Indians on the six-player team, captain Janet Jurina, captured the hearts of the onlookers in the enormous Bally Grand facility and etched a little history of its own into the VNEA record books.

Joining Captain Janet Jurina in thwarting powerful Cannon Lanes from its third successive women's team title were Denise Lumbar, Jo Ann Dolan, Susie Bellecourt, Becky Stately and Laurie Inderlee, who combined to collect the winners' plaque and the $2,500 cash award.

VNEA awarded a total of $27,900 in team prize money among the combined 60 men's (72) and women's (32) singles ($11,130) in addition to the team totals.

A.M. "Red" Jones, Grand Marshall of the VNEA International Championships, has seen myriad matches between both amateur and professional players most of his 75-plus years.

He was simply astounded at Lumbar's performance, a dramatic shot at the end. He flatly said that he had seen no better effort anywhere!

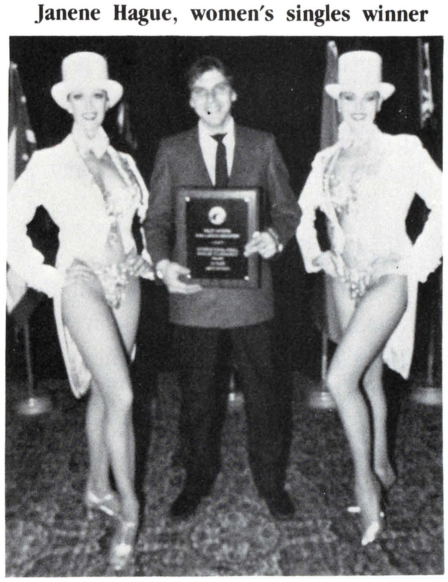
At the awards banquet hours after the match's conclusion Milhem heaped praise upon Lumbar and her teammates.

Favero exclaimed during the awards banquet, "This feels better than winning the singles. Wow, a double. This is what it's all about. The team title, man, it's the team that counts most!"

Among those teams were Gallagher's Gamblers, comprised of Bobby McKown, Greg Klakota, Charlie Johes, Kenny Miller and Linwood Berry who walked off with third-place honors in men's team competition, collectively capturing $2,000 in prize money and a sponsor's plaque.

Other women's teams included Henry's No. 1 and Buzzz'z.

Janene Hague, women's singles winner



Dennis Favero, men's singles winner

OHIO

The Ohio Coin Machine Association (OCMA) announced an expanded Employee Benefits Program available exclusively to OCMA member firms.

The program that began with health insurance packages now includes a full line of employee benefits. Members may receive a no-cost analysis or proposal for the following categories: group health, life, dental, and vision; short and long-term disability; salary savings and IRA annuities; cancer policies; prescription drug plans; cafeteria plans, deferred compensation; plus pensions and profit sharing.

For details, contact Tom Kostohryz, program coordinator, 800/992-3993.

In other OCMA news, the association reports that the Ohio House and Senate passed and sent 100 bills to the governor. To inform its members of measures that may affect the bottom lines of small businesses, OCMA has sent a summary copy of the 100 measures to its member firms. One measure sets added taxes on cigarettes (four cents per pack).

The association urges members to become familiar with legislators and offers a legislative directory and two pages of helpful "Know Your Legislator" hints it recently sent to every member.

Also in Ohio, a group of operators have devised a six point guideline for crane operators and suggest placement of these on the actual games. Some operators are getting the guidelines (below) printed on stickers to adhere to each unit in their inventory.

Uniform Operation Criteria
for
Crane Amusement Games

1. All games will display the following notice in ten point type (or larger) black on white background:

Prizes which are closer than four inches to any edge of the prize bed may be beyond the reach of the claws. They may not be retrieved3d and are placed in the border area for display purposes. Do not attempt to retrieve them. This is four inches: "----------".

2. All machines will have the following notices placed on them or posted conspicuously nearby:

TO OUR CUSTOMERS

The crane is a game of skill. It is fairly difficult to play, so you may not win a prize each time. Part of the skill is manipulating the controls of the crane. Part of the skill is selecting a prize which is in a good position to be picked up by the crane. Not all prizes are in such a position. Sometimes you may have to move one prize out of the way without picking it up to prepare another prize nearby for a clean pickup on the next play. If you believe that there is no prize displayed which is in a good position to be picked up, please do not play the game. Please notify the attendant.

3. No prize stickers or other direct or indirect indication of the retail or wholesale value of any prize shall be displayed in, on, or about the machine, or upon any prize.

4. The machine shall eject only merchandise. It will not eject money or other representatives of value.

5. The machine shall be calibrated for strong grasp, in accordance with factory specifications, and there shall not be placed in any machine a prize which is not reasonably capable of being retrieved and ejected through the use of the crane mechanism.

6. Any machine operated in a manner inconsistent with the foregoing standards shall be subject to confiscation and forfeiture.

WASHINGTON

The Pacific Northwest Exposition of Games and Music for operators in Washington, Oregon, Idaho, Montana, and Alaska was held June 20-21 at the Red Lion Inn in Bellevue, Wash.

WAMOA, the Washington Amusement and Music Operators Association, sponsored the event and the annual state dart tournament held in conjunction with the Expo.

Events included a WAMOA board meeting and general membership meeting, seminars, exhibits of new product, and an Hawaiian Luau with entertainment.

Of the eight seminars, three were conducted on pinball service by Williams, Premier, and Data East. Rowe held a seminar on its CD combo jukebox and Seeburg held one on its Laser CD jukebox. Sega held a seminar on electro-mechanical repairs on its games. Mars Electronics covered installation of bill acceptors on video games and Music Vend alerted operators to game cosmetics--tricks to make converted games look like new. The seminars were provided by Music Vend, General Leisure, and Coin Machine Sales.

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NEW YORK

The Music and Amusement Operators Association, Inc. of New York City (AMOA N.Y.) will celebrate its 50th anniversary at its annual convention October 9-12 at Kutsher's Country Club in Monticello, N.Y.

The association will honor Howard Herman as its Man of the Year. Herman is president of County Amusement Company in Mt. Vernon, N.Y. and president of AMOA N.Y.

Keynote speaker for the convention will be Richard Hawkins, president of AMOA.

AMOA N.Y. will publish a souvenir Convention Journal for the occasion and encourages support for the association through ad placement. For more information, contact Judith Koppelman, association administrative director, (212) 245-7550.

PENNSYLVANIA

Jukemusik and Games of Hanover, Pa. has placed a Seeburg CD Laser Entertainment Center at the York Yacht Club in York, Pa. Carole Gesiorski, sales representative for Jukemusik, was pictured in the local paper, The York Dispatch, and quoted as saying, "We place them in locations where we think they'll be successful, places where the clientele loves to play music."

Jukemusik carefully places the speakers around the room for the best possible sound. The owner of the location is very happy with results of the unit, acknowledging that it keeps people in his club longer.

IOWA

The Iowa Automatic Merchandising Council has elected Patricia Hulsey of Trow Automatic Vending Co. of Ames, Iowa to be its president.

Hulsey will serve a three-year term on the board of governors. Other members of the vending community elected to posts include: Gregory Michel, Jr. of Rapids Vending Co. in Cedar Rapids, vice president; Robert Bassman of Bassman Vending Co. of Waukee, secretary and member of the board of governors for a three-year term; and Jay Shaw of Iowa Vending Co. in Iowa City, reelected treasurer.

Others elected to the board of governors for three year terms are Dan Madole of Mountain Coin Machine Distributors in Des Moines, and Ed Peterson of Ed's Edibles Vending Co. in Newton.

MINNESOTA

Family businesses are common in our industry and the Hunder Music Co. of Wheaton, Minn. fits right into the picture. Working together for over 30 years, Bill and Dorothy Hunder share responsibilities in their business, which started out in jukeboxes.

The electronics interested Bill and he addresses himself to the repair work. Dorothy handles the bookkeeping. The Hunders recently were featured in the Wheaton Gazette. Hunder Music operates jukeboxes, pool tables, and video games.

SOUTH CAROLINA

Jukeboxes are again in the limelight, this time in Charleston, S.C. where a new yuppie gathering spot, Jukebox on Vendue Range, has added sparkle to the night-life there.

A '50's diner look greets visitors and several vintage jukeboxes are on display. Seems the fascination with the past, particularly the considerably more naive and carefree '50's, may hang around much longer.

"Music no longer knows which direction to travel," someone noted at a national show," so the best of the past is coming around again."

SOLICITATIONS

What's happening in *your* area?

We'll be happy to let our readers know who's news in your company and your state association. Just send clippings or news items for inclusion in this section to: State Update, Play Meter, P.O. Box 24970, New Orleans, LA 70184.

Billboard TOP TEN

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Hot 100

	TITLE	ARTIST Label & Number/Distributing Label
1.	ALONE	HEART CAPITOL 44002
2.	SHAKEDOWN	BOB SEGER MCA 53094
3.	I STILL HAVEN'T FOUND WHAT I'M LOOKING FOR	U2 ISLAND 7-99430/ATLANTIC
4.	I WANNA DANCE WITH SOMEBODY (WHO LOVES ME)	WHITNEY HOUSTON ARISTA 1-9598
5.	I WANT YOUR SEX	GEORGE MICHAEL COLUMBIA 38-07164
6.	RHYTHM IS GONNA GET YOU	GLORIA ESTEFAN & MIAMI SOUND MACHINE EPIC 34-07059/E.P.A.
7.	SOMETHING SO STRONG	CROWDED HOUSE CAPITOL 5695
8.	HEART AND SOUL	T'PAU VIRGIN 7-99466
9.	DON'T DISTURB THIS GROOVE	THE SYSTEM ATLANTIC 7-89320
10.	POINT OF NO RETURN	EXPOSE ARISTA 1-9579

Country

	TITLE	ARTIST Label & Number/Distributing Label
1.	THE WEEKEND	STEVE WARINER MCA 53068
2.	LOVE SOMEONE LIKE ME	HOLLY DUNN MTM 72082/CAPITOL
3.	SNAP YOUR FINGERS	RONNIE MILSAP RCA 5169-7
4.	ONE PROMISE TOO LATE	REBA MCCENTIRE MCA 53096
5.	SOMEONE	LEE GREENWOOD MCA 53096
6.	I KNOW WHERE I'M GOING	THE JUDDS RCA/CURB 5164-7/RCA
7.	80'S LADIES	K. T. OSLIN RCA 5154-7
8.	CINDERELLA	VINCE GILL RCA 5131-7
9.	A LONG LINE OF LOVE	MICHAEL MARTIN MURPHEY WARNER BROS. 7-28370
10.	TELLING ME LIES	DOLLY PARTON, LINDA RONSTADT, EMMYLOU HARRIS WARNER BROS. 7-28371

Adult Contemporary

	TITLE	ARTIST Label & Number/Distributing Label
1.	MOONLIGHTING (THEME)	AL JARREAU MCA 53124
2.	CAN'T WE TRY	DAN HILL (DUET WITH VONDA SHEPARD) COLUMBIA 38-07050
3.	BACK IN THE HIGHLIFE AGAIN	STEVE WINWOOD ISLAND 7-2872/WARNER BROS.
4.	I WANNA DANCE WITH SOMEBODY (WHO LOVES ME)	WHITNEY HOUSTON ARISTA 1-9598
5.	ALONE	HEART CAPITOL 44002
6.	EVERY LITTLE KISS	BRUCE HORNSBY & THE RANGE RCA 14361
7.	GIVE ME ALL NIGHT	CARLY SIMON ARISTA 1-9587
8.	I'D STILL SAY YES	KLYMAXX CONSTELLATION 53028/MCA
9.	SONGBIRD	KENNY G. ARISTA 1-9588
10.	KISS HIM GOODBYE	THE NYLONS OPEN AIR 0022/A&M

Hot Black

	TITLE	ARTIST Label & Number/Distributing Label
1.	FAKE	ALEXANDER O'NEAL TABU 4 07100-3/E.P.A.
2.	SHOW ME THE WAY	REGINA BELLE COLUMBIA 38-07080
3.	SMOOTH SAILIN' TONIGHT	THE ISLEY BROTHERS WARNER BROS. 7-28385
4.	I'M BAD	L. L. COOL J DEF JAM 38-07120/COLUMBIA
5.	THE PLEASURE PRINCIPLE	JANET JACKSON A&M 2927
6.	I FEEL GOOD ALL OVER	STEPHANIE MILLS MCA 53056
7.	I'M IN LOVE	LILLO THOMAS CAPITOL 5698
8.	JAM TONIGHT	FREDDIE JACKSON CAPITOL 44037
9.	THIGH RID	TAWATHA EPIC 34-07117/E.P.A.
10.	I WANNA DANCE WITH SOMEBODY (WHO LOVES ME)	WHITNEY HOUSTON ARISTA 9598

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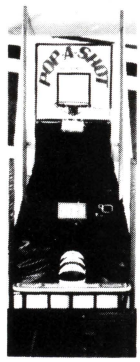

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OPERATORS TALK

A Question about Parallel Imports

[An operator sent us a copy of the article in the Buffalo Law Journal several months ago. We sent a copy to the Amusement Machine Manufacturers Association for its response. We had hoped to print the response following the article but we have not received a reply from AAMA as yet. We do, however, have a guest commentary from AAMA on AMOA's repositioning on parallel imports on the last page of this issue. We will print AAMA's response to the following in a future issue, depending on when we receive it.]

"Am I to interpret the attached article to mean that parallel imports are presently legal in such cases where the original manufacturer in Japan owns or controls the company in the United States that distributes the board? For example, Capcom USA, Data East USA, Konami Inc., Nichibutsu USA, Nintendo of America, Sega Enterprises, Taito America, and Tecmo.

Please print the 1930 Customs regulations. Let's hear what the law says as well as what AAMA says." --An interested operator

[This was taken from the Buffalo Law Journal, Vol. 58/No. 102, December 22, 1986.]

The supreme court has agreed to decide whether the U.S. Customs Service must stop allowing retailers to import low-cost foreign merchandise bearing U.S. trademarks.

The court is expected to resolve conflicting appeals court rulings over the Customs Service policy of letting importers bring so-called gray market goods into the country. Such goods, imported without the U.S. trademark owner's permission often are sold to discount retailers who cannot obtain brand-name merchandise directly from the U.S. trademark owner.

The suits challenging the importation of gray market goods, also called parallel imports, were filed by the Coalition to Preserve the Integrity of American Trademarks, a group of U.S. trademark owners such as the Michelin Tire Corp. and Waterford Crystal, that have foreign affiliates or are U.S. affiliates of foreign firms that manufacture goods, attach the U.S. trademark and sell the goods in the United States.

The Supreme Court granted certiorari in three cases. Trade in parallel imports topped $7 billion in 1985, according to Fortune magazine, and has continued to grow since.

The Tariff Act of 1930 prohibits the unauthorized importation of "any merchandise of foreign manufacture if such merchandise...bears a trademark" owned by a United States citizen or corporation.

But Customs Service regulations traditionally have allowed such merchandise in without the U.S. trademark owner's consent when the foreign and U.S. trademark are owned by the same person; the foreign and U.S. trademark owners are subject to common ownership or control; or the U.S. trademark was attached to the foreign goods under authorization of the U.S. trademark owner.

The regulations permitting parallel imports "have been in place in one form or another since 1930," said Jamie Gorelick, a Washington, D.C., lawyer, who represents 47th Street Photo, one of the retailers that intervened in the suit filed by CPIAT. James Tuttle a lawyer for K-mart added that congress "expressly sanctioned" parallel imports by distinguishing them in a bill last year cracking down on counterfeit goods.

A federal trial judge upheld the long-standing Customs Service regulations and the U.S. Circuit Court of Appeals for the District of Columbia ruled last May 6 that the regulations "cannot be squared with" the 1930 law "and are thus invalid."

However, the Second U.S. Circuit Court of Appeals later reached the opposite conclusion in a similar case, ruling that "congressional acquiescence in the longstanding administrative interpretation" legitimizes the practice.

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33 1/2" length	47" length	33 1/2" length
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- Three skill game options
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- Winner light
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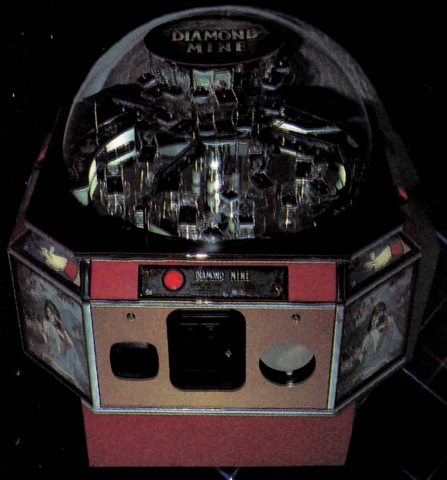

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OPERATORS TALK

We need more innovative product

This is the first time I ever wrote to your magazine, and I'd like to say that this is the definitive trade magazine for the industry with unbiased news and excellent articles. Franks Cranks is an excellent column, and so is Gene's Gudgements (Let's see some more reviews, Gene.)

To start, my main gripe is the way Nintendo has given operators the shaft on the VS. system. We bought a *Hogans Alley* way back for $1295 as the Uni Kit. *Super Mario Bros.* still stands as Nintendo's super earner. Then a friend got the home system for under $100. A comparison between the home and arcade version showed no difference, except for the "Insert Coin" message. Board inspection showed the main chips to be identical. The question I pose to Nintendo is: why such a high markup? Even with two sets of chips on the Uni board, the total value of that board should not exceed $200-$300. Game paks at $250 are only $39 for the home. Markup is a necessity, of course, but so much! Plus home sales, Nintendo cleans up at both ends! Give the operators a break!

On the other hand, I would like to congratulate Bally Sente on its brave new innovation--System 2. The Amiga home computer used has capabilities equal to the *Paperboy*for VS. systems by Atari. Bally's deal is $1295 for the cabinet and electronics. A home Amiga sells for the same price as the cabinet! (No markup here.) And value? Let us assume *Moonquake* was to be released at $750. (I'd say even less in reality.) Add case and the cost is $2045.

This is less than the average dedicated game with cheap graphics. And didn't *Paperboy* cost over $3000 when new? Bally Sente is bending over backwards to give the operators a price break, and I applaud the idea. (System 1 is still excellent, too!)

It's basically business as usual. The good companies create revolutions in games, and the me-too companies copy the *Xevious* format in 10,000 different ways. More innovative product, and less garbage, *please*!

Thank you,

Antonio Gonzalez
J.B. Ent.
Montebello, Calif.

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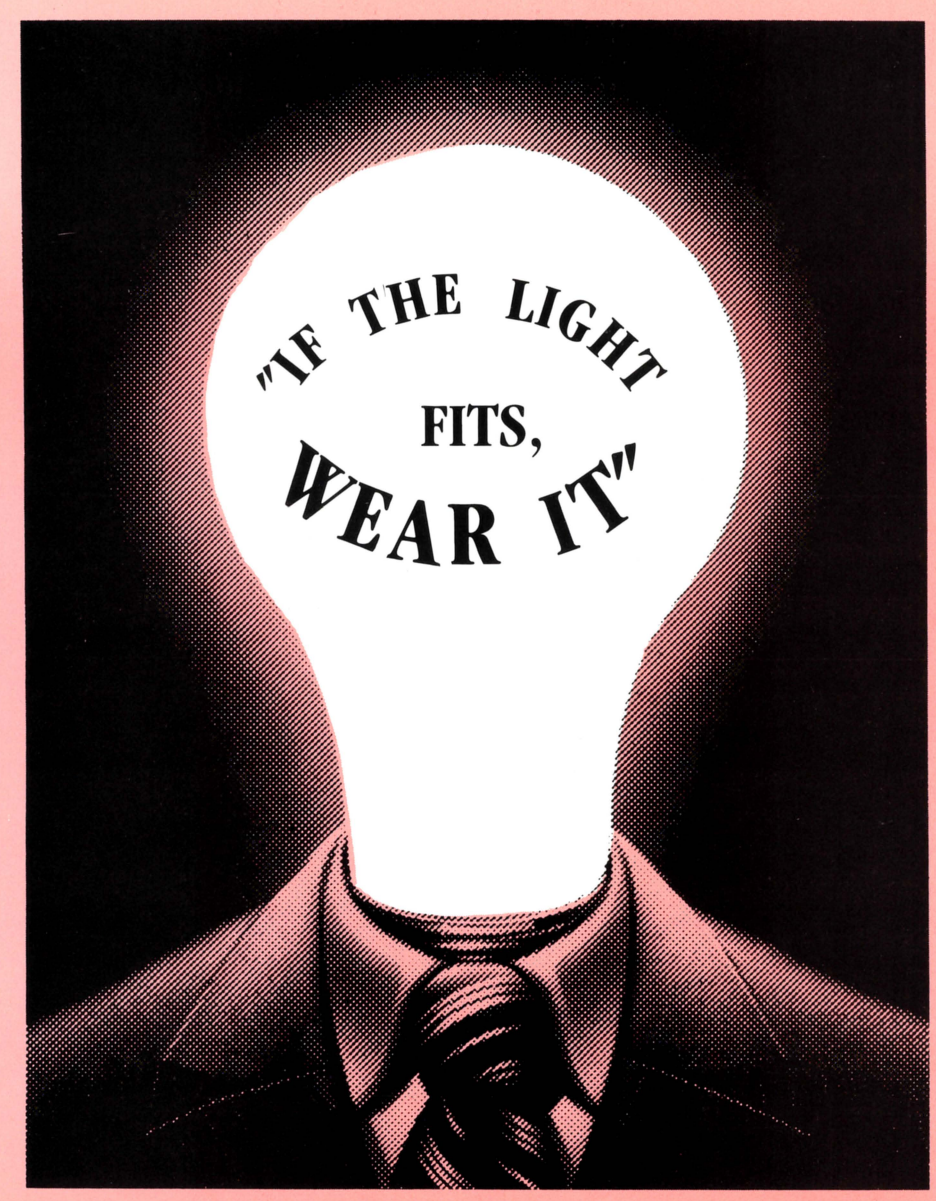

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Atari's history:

The beginnings of video game popularity

Reading about the history of Atari is going back to the roots of the video games industry. This company's founder, Nolan Bushnell, was a new college graduate with big ideas and plans. He invented a game in 1972 called *Pong*and formed a company to market and manufacture it. That was the beginning of Atari.

Bushnell called friend Bob Lundquist (the two had worked together in an arcade) and told him of a fantastic idea he had for making a game that you played on a video screen. He would make the games in his garage and he wanted Bob to sell them. We'll probably make at least $100,000 on this, he added to tempt Bob into joining him. However, Bob opted to take a more solid position with Marriott's's Great America theme parks.

Bushnell went on with his plans and with a $5,000 investment started his company which he called Atari, taken from the Japanese game GO. In 1974 Bushnell purchased a company called Kee Games, founded by Joe Keenan, and as part of the acquisition Keenan became president of Atari while Bushnell moved up to the position of chairman of the board.

Keenan predicted that "in four or five years we will be the dominant force in the coin op amusement industry as well as the dominant force in the consumer electronics games."

In 1975 Atari's profits rose 81 percent from the previous year topping $8 million. That year Atari brought on board two people still active in the coin-op industry, Frank Ballouz and Gene Lipkin. In 1972 Atari had 50 employees and by 1977 that number topped 1,000. The company moved from a 30,000 square foot facility to a corporate campus of six buildings and 275,000 square feet of manufacturing, administrative, marketing, and engineering facilities.

In 1976 Bushnell sold Atari to Warner Communications for $28 million. Warner spokesman Roger Smith said of the purchase, "Atari can raise still higher its sights as far as the use of their technology." Gene Lipkin countered, "We will be able to fund our growth."

Atari president, Hide Nakajima

In 1977 Atari expanded from video games to pinball, which was still the heart of the coin-op industry at that time. Its first pinball was called *Atarians*. Later that year Don Osborne joined the staff where he worked until his untimely death in 1984.

Another innovative concept from Bushnell was Chuck E. Cheese Pizza Time Theatres started in 1977. It was the same year Atari hired Howie Rubin and Lenore Sayers.

In 1979 Warner Communications named Raymond Kassar to the position of president and Joe Keenan to chairman of the board. Bushnell announced he would still be involved in development of games but had personal business to attend to.

In was only a year later when Atari set sales records with *Asteroids*. Bally had introduced *Space Invaders* a short time before and these two games had a marked impact on the coin-op entertainment industry, second only to *Pac-Man*.

From 1980 on, Atari went through some major and minor changes. Joe Robbins was named as co-president with Gene Lipkin and Shane Breaks was named international marketing director. In 1981 Lipkin resigned and only a short time later Kenneth Harkness was named president of the coin-op division and in 1982 Frank Ballouz resigned. John Farrand was named president when Harkness resigned in October of 1982. In 1983

From left, Linda Benzler, Mary Fujihara, and Jackie Sherman of the marketing department.

From left, Sahara Perez and Elaine Shirley of the customer service department.

the company was forced to cut back its employees' work week from five days to four and laid off 1,700 employees when the consumer division moved overseas.

In 1983 Bushnell announced plans to begin a new company called Sente. This announcement made before the non-compete agreement, a part of the sale to Warner, expired in October prompted Atari to file a suit against its founder. This suit was dropped when Bushnell agreed to assign exclusive consumer rights for games he developed for coin-op.

Warner in late 1983 named James Morgan to the position of president following a $45.6 million loss. In September 1984 Warner sold the consumer division to Jack Tramiel, a founder and ex-president of Commodore, one of Atari's major competitors. However, Tramiel was not interested in the coin-op division..

In 1985 Japanese company Namco bought controlling interest in Atari. Atari illustrated the old innovative spirit when it introduced *Gauntlet* at a time conversions were the most popular way to sell game. It produced systems I and II with *Marble Madness*, and *Paper Boy* respectively. And its latest games *Rolling Thunder* and *RoadBlasters* are winners; the biggest problem seems to be that Atari can't make them fast enough!

The staff of Atari includes the following:

President Hide Nakajima, who has been at the helm of Atari since early 1985 after Namco's purchase of the company. In 1973 he started his relationship with Atari as executive vice president of Atari Japan, the exclusive distributor for Japan at that time. He stayed in this position for five years. In 1978

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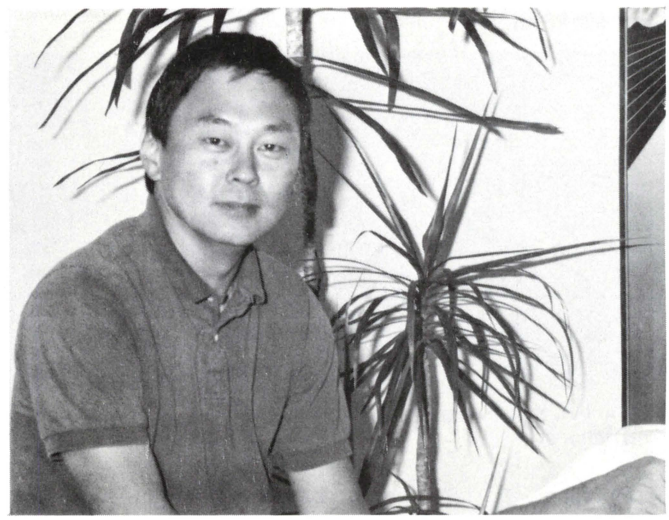
he became president of Namco America.

The marketing department includes Mary Fujihara, Atari's marketing director who has been with Atari for almost 10 years and is responsible for product marketing and licensing activities; Linda Benzler, product manager who has been with Atari nine years, works closely with the internal development teams providing marketing services support and market direction; Mike Taylor, Atari's newest addition to the sales force having joined the company in 1986 as vice president of sales, has 13 years experience in the computer industry and spends most of his time handling distributor orders and planning shipments, as well as traveling to meet with distributors and their customers;



Lyle Rains, senior vice president of creative development, center, with Sam Comstock, right, and Chris Moser.

Jim Arita is responsible for the "look" of Atari.

Jim Newlander, Atari's regional sales manager, has been with the company close to five years with over 30 years coin-op experience and works closely with distributors and operators; Elaine Shirley, customer service manager with 14 years with Atari, is responsible for sales orders and shipping; and Mark Sherman, with Atari for 12 years, is now the field service manager.

The engineering department includes Lyle Rains, with Atari nearly 14 years, is senior vice president of creative development; Dan VanElderen, senior vice president, with four years experience, heads up with Lyle Rains the game development team; and Pete Takaichi, with Atari 14 years, is director of design services.

Jim Arita is responsible for the "look" of Atari. For the past 12 years he has lead the graphic design department responsible for creative design, production of cabinet graphics and print material.

From left, Mark Sherman and Al Vernon of the field service department.

From left, Pete Takaichi with some members of the design services group, Mike Jang, Mary Johnson, Carole Cameron, Ken Hata, and Dave Cook.

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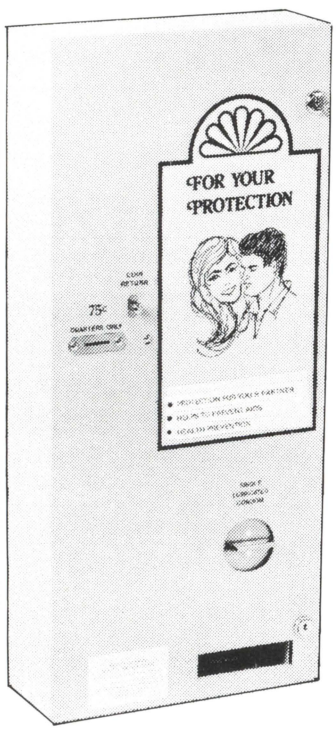

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TECHNICAL TOPICS

SERVICE TIPS FROM EXIDY, SEGA, ATARI, AND BALLY

EXIDY SHARES A WORD ABOUT SERVICE CALLS

Service departments across the nation are plagued by calls from the untrained, or inexperienced service technician. The questions asked will usually tip you off as to whether or not they really know very much about what they are doing. Every now and then, after explaining the intricate details of a given circuit, you are asked a question like, "Well, where do I attach my volt meter to see the signal?" This type of question can push even the most patient service technician to the edge of his patience.

Courtesy, patience, and respect are the best policies whenever you deal with customers. Their trust and confidence is your most valued asset for the future of your business.

Here are a few things to remember:

1. The coin-op business, large though it may be, comprises a very small segment of the population as a whole.

2. People who are employed in the coin-op business usually remain in it.

3. People generally progress in their respective positions and over time receive greater responsibilities.

4. People generally remember the company's name whenever anyone gives them a hard time or does them a favor.

It is possible that the service technician you speak with today, will be the manager, buyer, or owner tomorrow. Always keep this in mind, especially with that caller who today might seem like a know-nothing. You will likely benefit from your patience and helpfulness when it's time for him to select your company's products over a competitor's. A simple rule is, "When you go out of your way to help, they'll go out of their way to return the favor".

EXIDY'S LM741 POWER RE-DIRECTION MOD

Attached is Exidy's specification for *Crossbow, Cheyenne, Crackshot, Catch-22, Chiller,* and *Clay Pigeon.* Although these gun games will function fine without the mode, it is recommended as a preventative measure and will increase long term reliability.

The supply voltage to the LM741 is being redirected from +18V/-18V to +12V/-12V, and a current limiting resistor has been added.

ATARI'S *ROLLING THUNDER* ERROR CODES

Below are the error codes for *Rolling Thunder.* (See Figure 1.) These codes are displayed on the monitor screen when a faulty component is located by the game's self-test routine. If the listing below does not lead to solving a certain game board problem, please contact your distributor or Atari Games.

ROLLING THUNDER ROM, RAM ERROR LIST

O FORM

0	0	0
↑	↑	↑
ROM	RAM	CUSTOM

1) ROM

Number displayed	CONTENTS	
0	OK	
1	9C → NG	12C → OK
2	9C → OK	12C → NG
3	9C → NG	12C → NG

2) RAM

Number displayed	CONTENTS		
0	OK		
1	7N → NG	4N → OK	10M, 11K → OK
2	7N → OK	4N → NG	10M, 11K → OK
3	7N → NG	4N → NG	10M, 11K → OK
4	7N → OK	4N → OK	10M or 11K → NG
5	7N → NG	4N → OK	10M or 11K → NG
6	7N → OK	4N → NG	10M or 11K → NG
7	7N → NG	4N → NG	10M or 11K → NG

3) CUSTOM

Number displayed	CONTENTS
0	OK
1	NG

Figure 1

TECHNICAL TOPICS

NEW ROM UPDATES FOR ATARI'S *DUNK SHOT*

We have discovered a credit error in the *Dunk Shot* software which allows unlimited free credits. This problem has been resolved by a new set of roms which are now available.

Until you receive the new roms, we ask that you turn off the "Winners Advance" and "Game Continuation" options; SW2, #1 & #8 "OFF." We have found that this free credit bug occurs only when these two options are turned "On."

However, with the new roms these problems will be corrected and we recommend that once you install the new roms that you reactivate the "Winner Advance" and "Game Continuation" features.

The new roms are available through your distributor on a credit upon return basis.

ATARI'S *ROADBLASTER* SITDOWN

PROBLEM: Loud hum coming from the eight-inch speaker located next to the gas pedal.

PROBLEM AREA: Audio Amplifier located on the inside left wall of the cabinet.

SOLUTION: If your game was shipped with revision -02 audio P.C.B., remove -C15. If your game was shipped with revision -03 or -04 audio P.C.B., remove C16.

NOTE #1: The revision levels were marked on the audio P.C.B. with a magic marker.

NOTE #2: If the problem persists, replace the amplifier Q2 TDA 2030 on the audio P.C.B.

BALLY'S *STRANGE SCIENCE* MULTIBALL PROBLEMS

Maintaining the Bally tradition of the best product support policy in the industry, we are supplying at no charge a *Strange Science* ball through a kit.

The initial shipments will begin immediately to help resolve multiball problems experienced by some of our customers on *Strange Science.*

The kit will consist of several new parts producing a reliable assembly, but still requiring some use of the small existing parts on the playfield. Please examine the detailed instructions before discarding parts from the old assembly.

REPAIR SHOP BLUE PRINTS FROM EXIDY

Exidy has available full size blue print schematics for board repair centers. Blueprints are available for *Crossbow, Cheyenne, Combat, Catch 22, Crackshot, Chiller, Clay Pigeon* as well as *Spin-A-Ball* and *Top Secret.*

D-size blueprints are available at $10.50 each; C-size blueprints, $9.50 each; and B-size blueprints, $8.60 each. Generous quantity discounts are available on all sizes.

AND FROM AN OPERATOR...

As you operators with *Star Wars* have found out, the flyback is no longer available. This creates the habit of scrapping a decent earning game needlessly. One company I know rebuilds the HIV assembly to use the *Tempest* flyback but it costs $150--too much for us!

My trick assumes you have an old *Tempest* (or Gravitar, Space Duel, Black Widow or a sitdown) X-Y TV monitor that works. There should be an extension cable to the TV.

On the sitdown model, strip out the old TV parts and the tube (to get the lower left nut, remove the logic board cage.) Then make a frame like the one shown (Figure 1.) Mount your *Tempest* monitor, drill for belts, plug in, and you're in business. The picture is smaller but only slightly.

--Antonio Gonzalez J.B. Entertainment

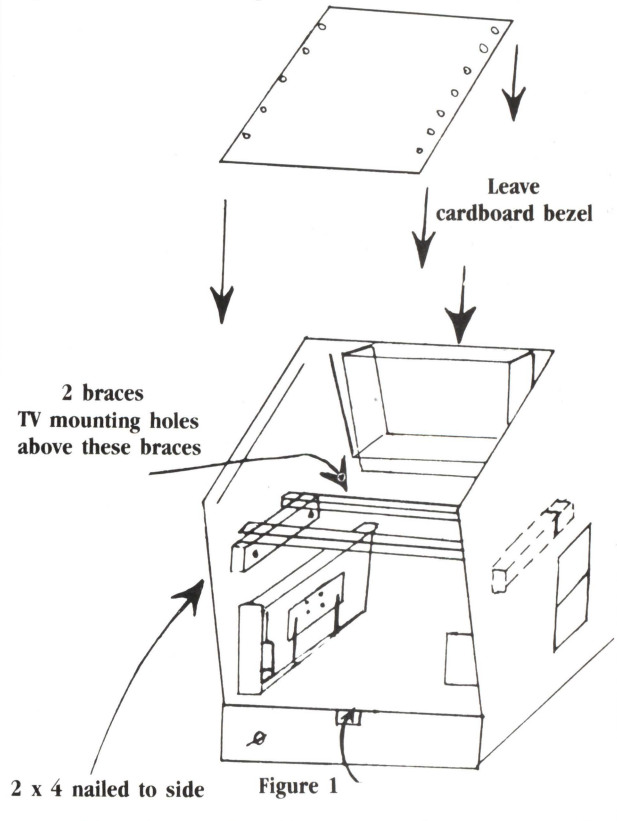

Top comes off with Phillips screws
Leave cardboard bezel
2 braces
TV mounting holes above these braces
2 x 4 nailed to side

Figure 1

Mount TV on braces, TV cable connected (no wiring modifications needed) and enjoy! Adjust TV before setting on location.

TECHNICAL TOPICS

SEGA'S *OUTRUN* DELUXE AND STANDARD LUBRICATION REQUIREMENTS

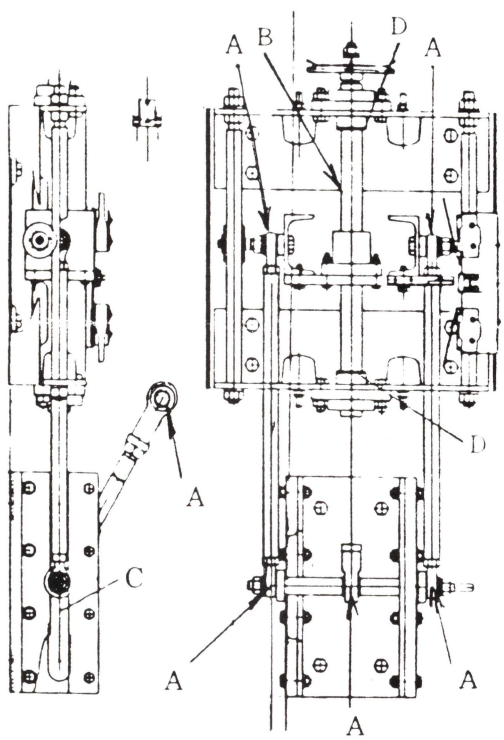
This bulletin is a reminder that all Deluxe and Standard *Outrun* games require lubrication and motor brush inspections. As all games are now on location they should have had lubrication and inspections already performed.

The recommended interval is 7500 plays or once per month, whichever comes first.

Listed on the following pages are excerpts from the Deluxe manual to show the lubrication points and brush wear indicator. Use grease sent with each game or Sears lithium grease which is readily available.

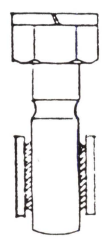
LUBRICATION

Periodical greasing of the mobile parts are required.
Apply grease in accordance with the following instructions:



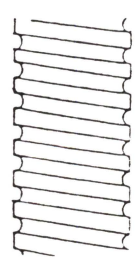
Lubricate the 11 points as per the illustration.

Ⓐ ROD END



Apply grease to the surfaces of the inner ring (diagonally lined portion as per the illustration).

Ⓑ BALL SCREW

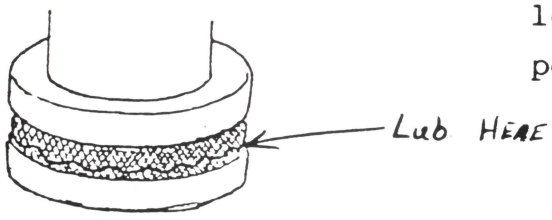


Apply grease to the screw surfaces by hand or a spatula.

Ⓒ Apply grease to the upper/lower white guides as illustrated.

TECHNICAL TOPICS

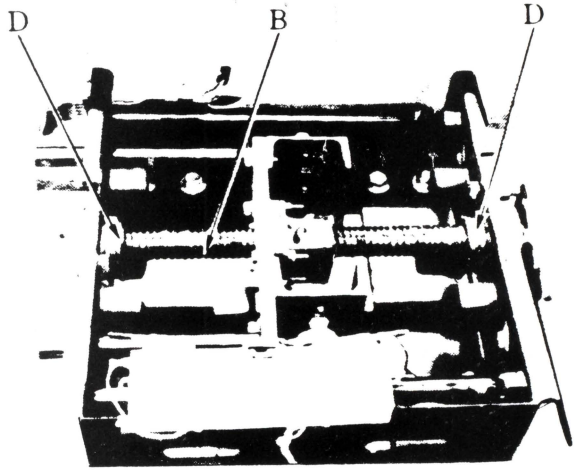
Ⓓ THRUST BEARING



Apply grease in between the upper and lower collars (the diagonally lined portion as illustrated).

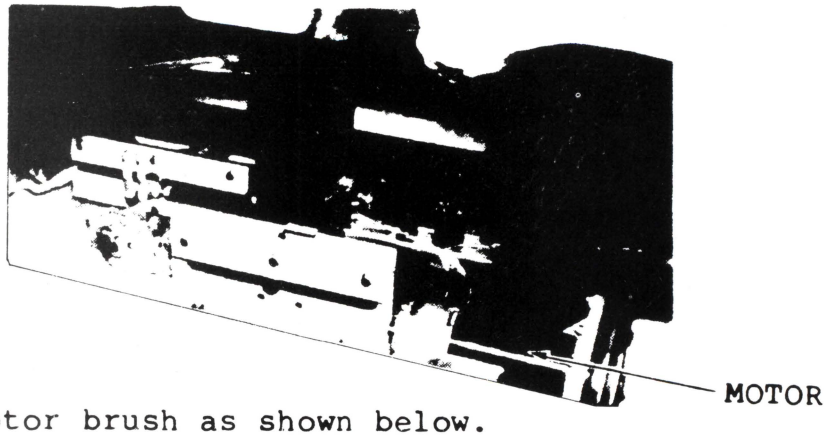
DETAILS of Ⓑ and Ⓓ

Apply grease thoroughly, particularly on the Ⓓ portion, to the thrust bearing's steel balls, by using the nozzle container type of spray grease.



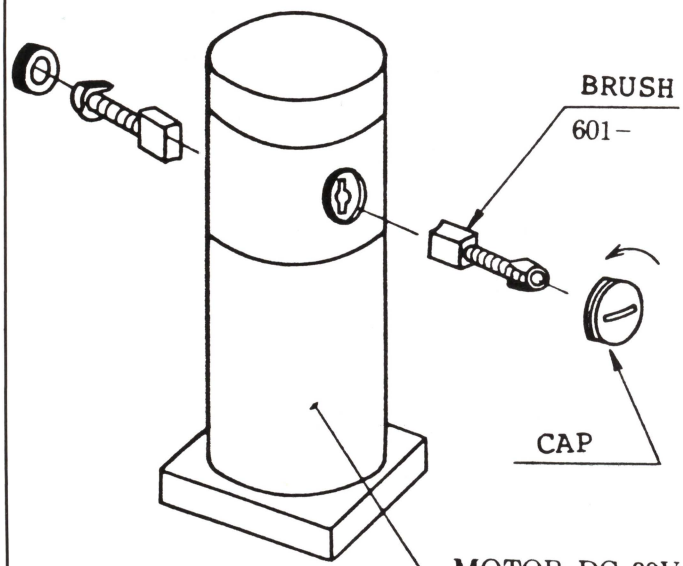
When lubricating, so as not to cause any malfunction, make sure that no foreign matter such as dust, etc. gets into the grease.

REPLACING THE MOTOR BRUSH



Replace the motor brush as shown below.
(Normally, replacement once in six months is recommended.)

TECHNICAL TOPICS



For more information on these or other service questions call the following (in parenthesis is who sent in the above service tip):

Atari Games Customer Service: (408)434-3950; (Al Vernon--field service tech)

Bally Midway Service: (312)451-9200; (Arnie Aarstad, field service manager)

Exidy Service: (408)496-6466

Sega Service: (408)435-0201; (Frank Rothauser, customer service manager)

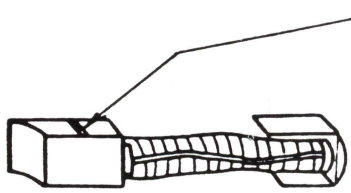
① To remove the cap, turn it by using a screwdriver, etc.

② Take the brush (601-5478) out for replacement.

MOTOR DC 80V 3000RPM

350-5084- Deluxe Unit
350-5079- STANDARD unit

BRUSH (601-5478)



- Replace the brush when it is worn out up to this line.
- Make sure that both the 2 brushes are replaced.

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1 ..... Frogger	1 ..... Trivia Wiz	1 ..... Cloak & Dagger
2 ..... Joust	1 ..... Daytona Speed Way	2 ..... Baseball
2 ..... Phoenix	1 ..... Circus Charlie	1 ..... Omega Race
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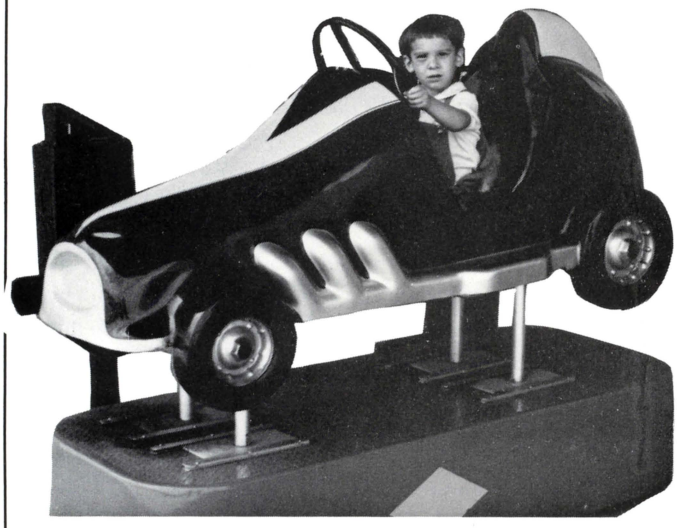

BY PETER GURKO

The coin-operated amusement boom of the 1980's presented the United States with a horde of off-shore manufacturers and suppliers of recreational devices. The ensuing glut of games, novelties, and kiddie rides forced some suppliers, unable to compete, to drop-out of the industry early in this boom. The past two years has seen in increasing number the closures of manufacturers' facilities (temporary and permanent) apparently paralleling the devaluation of the dollar. This absence of original equipment has given rise to a new market of entrepreneurs providing duplicate replacement parts and alternatives to original circuit designs.

One area of significant absence has been that of the kiddie ride market. Suppliers such as P.J. Newborough, Bafco, O.K.F. Coel, and Electromobile Technique GMBH (to name a few) have ceased to exist or are difficult to locate for spare parts. Operators find themselves scrambling for replacement parts to maintain the moderate but consistent revenue generated by their kiddie rides.

The most common area of re-fitting that has come to my attention has been that of power supply and timing. One dilemma most operators face is that each manufacturer utilized individual circuitry to facilitate its needs. Operators are oftentimes forced to tailor-fit different systems thereby tying up man-hours and lengthening on-hand inventory. There is now available a relatively "universal" power supply and timer that is adaptable to most, if not all, mechanical kiddie rides. The 30ETPSNT provides multiple outputs for sound systems, light circuits both during play and in attract mode, coin counter, and motor. Voltage ranges are from 12 volts AC or DC to 110 volts AC.

The 30ETPSNT utilizes a 555 timer network in conjunction with a TIP29A/3PDT relay configuration to provide sufficient outputs to drive the most detailed mechanical ride. A KBPC1005 bridge rectifier is employed for those systems requiring DC input or merely light bulb conservation. The 30ETPSNT is circuit fused and can be installed in heavy systems using circuit breakers for maximum protection. The circuit is filtered to prevent "static start" in carpeted locations. Veteran ride operators will appreciate that each semi-conductor used has been selected for its ability to continue to function at high heat levels respecting the sporadically concentrated use and abuse kiddie rides suffer. Technicians will appreciate the single-sided, 0620 copper-clad circuit board for its ease of desoldering/soldering if and when a component should fail.

The 30ETPSNT can be applied to some hydraulic kiddie rides when installed with a circuit breaker and four-pole contact to absorb initial current surge from capacitive-start motors.

The absence of original manufacturers' parts is frequently exhibited by operators' consternation and their successful or unsuccessful willingness to "punt." In these times of overhead consciousness where every quarter counts, the 30ETPSNT universal power supply and timer offers three basic features every kiddie ride operator will appreciate--low cost, abuse resistive components, and K.I.S.S. (Keep It Simple Stupid!).

For more information call 1-800-553-8000.

AT YOUR SERVICE: HOW TO KEEP PINBALL PLAYFIELDS CLEAN

BY ROGER C. SHARPE

Writing an article like this is an interesting experience because I really come to the subject as a player first. But I've been around long enough to have discovered some of the tricks of the trade and the many pitfalls operators encounter when trying to maintain their equipment. Even though I don't have my own arcade or even my own route, I do keep 10 pinball machines in my home (more than many locations currently have) and I have to take care of them; so I can speak with some authority and experience.

Most important to any pinball maintenance and service is the fact that the games are murder to deal with. And I say this when there *aren't* any problems. With video you can wipe off a control panel, maybe do a little dusting of the screen, and you're off and running. Not so with pinball, where wiping off a top glass doesn't even scratch the surface for what should be done on a regular basis.

Let's face it, the reason to keep pinballs clean is twofold: the games will play better and they'll earn more. And for that bottomline reason alone, taking the time to properly care for a four-figure investment, isn't too much to ask. And when you look at the long term, the little that's done today will keep a game in playing shape for many, many tomorrows. Admittedly, one of the major problems with today's pinball machines is that even the simplest cleaning tasks are much more difficult than a few short years ago. Games like *Strange Science*, *F-14 Tomcat*, *Hollywood Heat*, *Pin-Bot* and so many others have ramps and other playfield constructions that can block direct access to much of the board. Something that you hope will take less than fifteen minutes can last for more than a half hour. And that's one of the major problems facing pinball maintenance. When it comes to taking care of equipment, many locations have a particular routine that hasn't changed to keep pace with the change in equipment construction. If an operator is dealing on a split with a distributor, he might not even have the keys to open up a game, let alone to get at a playfield to wipe away surface dirt. What happens is that once or twice a week a service guy (or the collector) will make his rounds and the only maintenance may be some trouble-shooting where a mechanical part might be off. But, we're not talking about a process where preventative maintenance is on the agenda. And if there is going to be any cleaning done, it's usually less than a thorough, total effort that's necessary to keep a new game new and an old game from becoming old. This type of standard scheduling doesn't take into account the individual location and its traffic flow which might take place weekly, seasonally, or during any special times. So if the routeman comes by on a Monday, that has to suffice for the entire week. The dirt and grime that builds up during the six days is something that can never be eradicated. It's too late and even the newest pin games, which get most of the business anyway, can show wear and tear after only a couple of weeks. Obviously there are ways to protect your investment, even the new equipment which has layer upon layer of playfield features that have to be cleaned. And lifting the ramps on an *F-14* or a *Strange Science* isn't the easiest thing in the world to do. The key areas on any playfield are the actual board surface, all the rubbers and targets, rims of the kick-out holes, switches, lights, thumper bumpers, lane switches, lane areas in general, and any high wear sections of the playfield where there might be more ball action than elsewhere. The games have to be pampered on a regular basis, once, twice, or even three times a week depending upon the traffic. This naturally takes manpower and there is a lack of quality service people around. Getting a good serviceman for a location, route, or distributorship is a true asset to be cherished.

Recognize that pinball machines need tender loving care. Use Wildcat, Nulook, or similar playfield cleaner products to remove ordinary dirt which accumulates on the board and all the stretched rubbers. Use a soft cloth or rag and make sure that the cleaner you select isn't abrasive. Using the wrong cleaner can permanently mar the finish and the surface graphic artwork. Don't clean the playfield under any circumstances with soap and water solution; it will leave a film on the board surface that will weaken the paint and eventually *raise* it off the field before its time. You can, however, use this kind of cleaner for the rubber rings if they're off the field. You're going to want to wax down the entire surface from lanes to ramps and any areas that are open to ball movement. There are options of using mylar inserts which are becoming more popular, but this won't eliminate maintenance. Another basic is to make sure that the glass is cleaned on a daily basis. This can be done with any commercial glass cleaner, but make sure that you do both sides, unless you don't have access. In that case, at least do the top and pay close attention to the bottom portion closest to the flipper buttons. It's here that dust and spilled drinks can accumulate. Care should also be given to any thumper bumpers on the playfield. Since they've been put there to add some bounce and movement to the ball, anything that could inhibit this is going to take away from the game play. The bumper's rubber ring, skirt, and lamp should be cleaned regularly. Rubber rings can harden with age and should be monitored for any warning signs of cracking or a lack of elasticity. As for the lamps, take off the bumper caps

and change a flickering or burned out bulb. There is also, on some games, an additional piece of clear material surrounding most bumpers. Cleanse them carefully so they don't rip or tear and clean the area underneath. Also check out the metal rings in the bumper to make sure that they are clean. Common sense is needed when cleaning and maintaining the components on the top of the board. Underneath is another matter better left to professionals. Although I have been known to spray some WD-40 on sticking parts, clean contact switches, and check the batteries in the main boards for signs of corrosion. But it's the visible parts that most players care about. That means a game that plays the way it should with solid flippers, smooth ball action around curves and through lanes, switches that aren't so clogged with dirt and grime that they don't score points, drop targets that go down and come back up when they're supposed to, kick-out holes that propel a ball out at the correct angle and not some other direction due to the mechanism shifting over time and use. Take the time to work out a regular maintenance schedule that takes into account your peak times. Doing preventative maintenance at your convenience can eliminate middle-of-the-night service calls or extra trips to locations. Get your routemen and collectors involved in properly caring for the machines, even offering incentives or rewards for fewer service calls. It's certainly easier to take care of minor problems or scout out potential problems during routine visits to the locations rather than being called at inconvenient times.

ELECTRONIC DART SERVICE TIPS: TIPS FOR MERIT ELECTRONIC DART GAMES

BY JIM KELLY, SERVICE MANAGER

Every two months operators should perform a 10 point check list on their electronic dart games. These tips will insure less downtime and give players maximum satisfaction in playing your game.

Tip #1: Clean front control panel overlay and all decals on outside of game. (Replace decals if needed.) Wipe all plexiglas clean with mild soapy solution.

Tip #2: Tighten all push button switches and all bulb connections throughout game. (Replace bulbs if needed.)

Tip #3: Clean both coin mechs and adjust if necessary.

Tip #4: Check and tighten all screw connections on electronic components inside of game. These components include logic PCB, power supply, and any additional components such as in a *Cricket* game conversion kit. Check all ribbon cable connections for fit.

Tip #5: Remove dart matrix board assembly. Inspect matrix switch for wear. Clean rubber mat, and examine for any puncture holes. If holes are present, simply move mat 1/4 inch in any direction and restaple to the board. Now you've got a new rubber mat to prolong the life of the matrix switch. (Caution: When moving rubber mat be careful not to staple matrix switch pads.)

Tip #6: While you've got the matrix board off of the game, check and tighten the spider assembly. Check spider for cracks or excessive wear.

Tip #7: Remove any broken dart tips from segments and examine all segments for small cracks. (Replace if needed.) Note: To prolong life of target lexan decal I recommend installing a catch ring kit.

Tip #8: Replace dart matrix board assembly. Tighten board as per manufacturers specifications.

Tip #9: Put your game into its test mode and check *all* segments for proper scoring. Check both coin chutes with quarters.

Tip # 10: Level dart game with the casters provided and be sure it's balanced.

In addition, it should be noted that once a year all segments should be thoroughly cleaned and a new spider put on the game. Your segments can either be cleaned with a brush and mild soapy water or some operators even put them into the top section of a dishwasher. Be sure to again check for cracks after cleaning. With that new spider and brighter segments, your cleaner game will be an eye catcher to players and should encourage new players to try their hand at electronic soft tip darts.

Now your game has a more professional appearance. With these tips you can be assured of higher reliability, increased performance, and satisfaction in knowing your downtime will be reduced. This translates to more money in your pocket.

SERVICE TIPS FOR ARACHNID'S ENGLISH MARK DARTS

BY GENE HARLAN, CHIEF ENGINEER

Everyone who owns coin operated games wants as few problems as possible. Electronic darts are not much different from other games in their care.

As with any game, the parts that get the most physical use will probably need the most service. In the dart game, these parts would include the target head, pushbutton switches, and the coin slots.

Since the target head is unique to our dart game, I will discuss only the service of this component. The attached photo (Figure 1) shows the exploded view of the different parts of the dart head starting with the spider containing the segments, damper, clear gasket, switch matrix, and finally the target back.

To understand why a game won't score, you need to know that the microprocessor won't display a score until the switch in the dart head opens. If any foreign material holds the switch closed (holds the segment depressed), the game will "lock up." On our 6000 series game, a stuck segment will cause a message to be displayed on the video monitor (Figure 2). It not only shows which number is stuck, but also whether it is a single, double, or triple. The players can look at the board for broken tips or anything else that might be holding the segment back. Therefore, the operator is saved a service call.

On the 4500 or the 5000 series, the following technique will help point to the problem area. Place the game in test mode (let it go to the end where you can test segments) or in a game mode with the "throw darts" lamp on. Remove the back door of the game and take off the middle (13 pin lead) of the switch matrix. By doing this, the switch that is stuck closed is then artificially opened and a score should appear in the temporary score. For example, if the score shows 30, the areas to examine would be the double 15 or the triple 10.

The newest style segments (in use for about two years now) are made of a material that is very long lasting and quite resistant to chipping and cracking. You can distinquish these segments by the snap on the back. The reason for having the

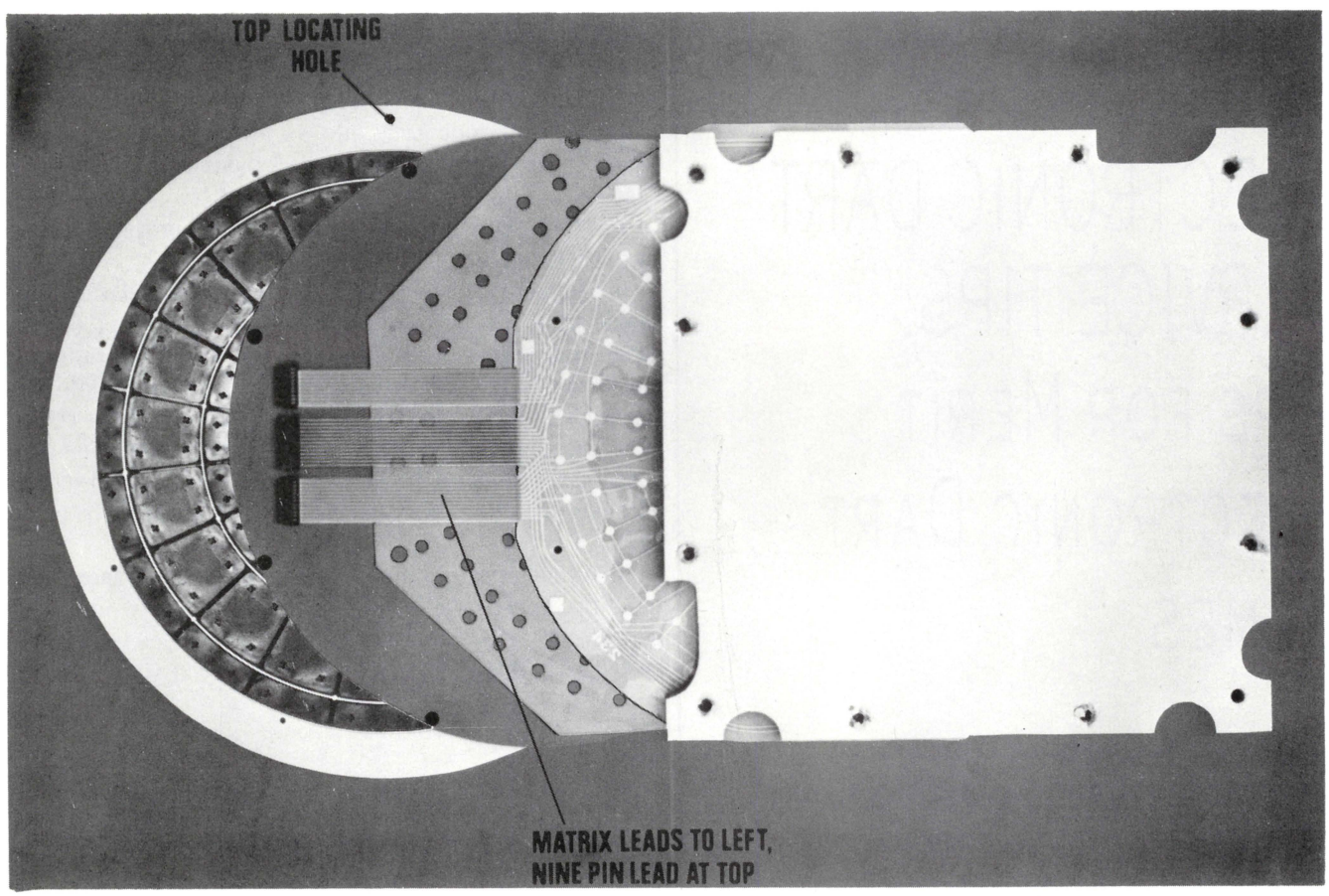

Figure 1: Exploded view of the different parts of the *English Mark Darts* dart head.

cup enclosed is so that tips that break in the honeycomb flush with the surface can be pushed into the cup where they will float around inside. This will in no way affect the play of the game. If the operator desires, the back of the cup can be popped open to remove the tips.

When reassembling the dart head, first make sure there is no dirt between the segments and the spider. Install the red rubber damper on top of the segments. There is no special alignment to this piece, just make sure it is clean and dry on both sides.

The clear gasket should be installed with the notch (on the outer perimeter) placed to the left of center at the top. If this piece was accidentally installed upside down, the gasket will cover the pie shaped switches possibly causing the head to lock up.

Next, install the switch matrix and the target back, again paying careful attention to cleanliness. Attach the eight nuts and washers, tightening the nuts only finger tight.

Keeping the target head in good order will assure few service calls, making the game available for play.

For any service information and questions, please call 1-800-435-8319 (in Illinois 815/654-0212), and ask for Connie Reece.

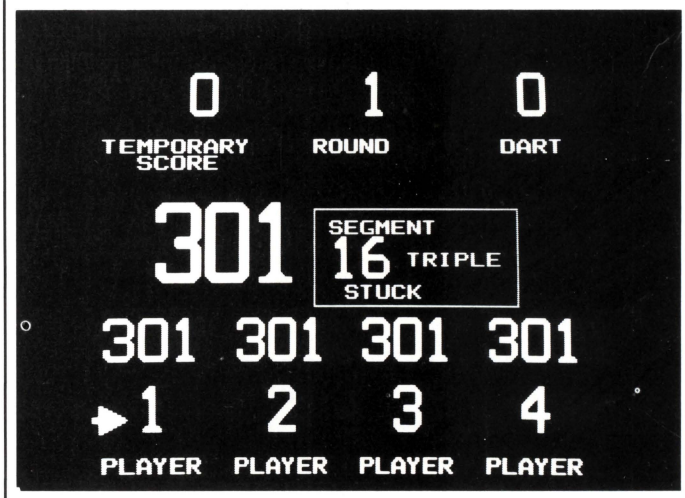

Figure 2: Message displayed on monitor for stuck segment on *English Mark Darts*

MAINTAINING THE VALLEY COMPANY DART GAMES

BY DAN MEEKER, NATIONAL SERVICE MANAGER

The most effective way to reduce service on a Valley electronic dart game is to perform periodic preventive maintenance. The frequency of the maintenance is determined by how much play the game gets.

Servicing a Valley dart game is made easier with the door that opens from the front. The entire front panel, which includes the target and all game switches, swings open to expose everything that may require service, excluding the upper display board, without moving the game.

A complete maintenance check of a Valley electronic dart game should include:

1. Removing the matrix switch assembly and removing any broken dart tips that may be floating loose among the target segments.

2. Checking for and removing any dart tips that may have broken off and stuck in the target segments. These tips need to be pushed back through the segment in the direction from which they came, not in towards the matrix switch. Needle nose pliers or a sharp pointed object such as an ice pick or a dental tool works best.

3. Using a lint free cloth, preferably damp, wipe off the black rubber sheet and check for wear that may have occurred from the feet of the segments. Excessive wear may result in damage to the matrix switch which is much more costly to replace than the rubber sheet.

4. Wipe off the underside of the rubber sheet as well as the matrix switch.

5. The microprocessor and program proms located on the CPU board are the only socketed IC's on the game. Remove them and spray the sockets with contact cleaner. Reseat the chips applying firm pressure to insure they are in place.

6. Make a quick visual inspection of all cable connections making sure they are making good, solid contact.

7. Replace any lamps that may have burned out.

The Valley dart game has built-in diagnostics that constantly scan the matrix switch and game select switches. Anytime one of these switches jam, the description of the switch will be displayed in the temporary score display. Example: If the triple 19 segment is stuck closed, the temporary score will display "t19" with the "t" standing for triple. If the 301 game select switch is jammed, then "301" is displayed. This diagnostic is active immediately upon power up so a jammed switch can be detected as soon as the game is turned on.

WORKING WITH PLEXIGLAS: IT'S EASIER THAN YOU THINK!

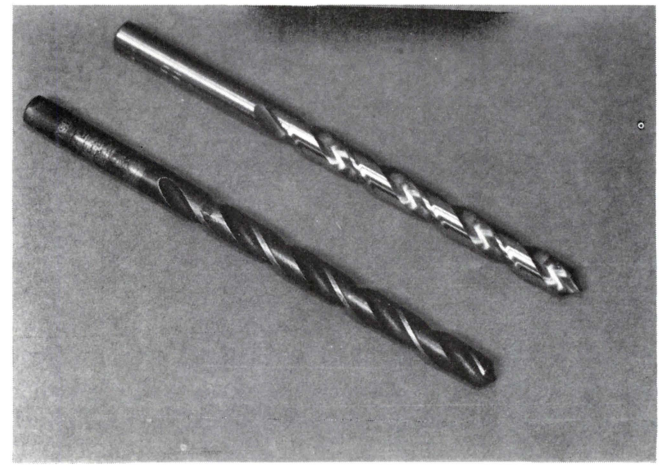

Figure 1: Compare plexiglas drill bit (top) to conventional drill bit. Notice the plexiglas bit has a sharper point.

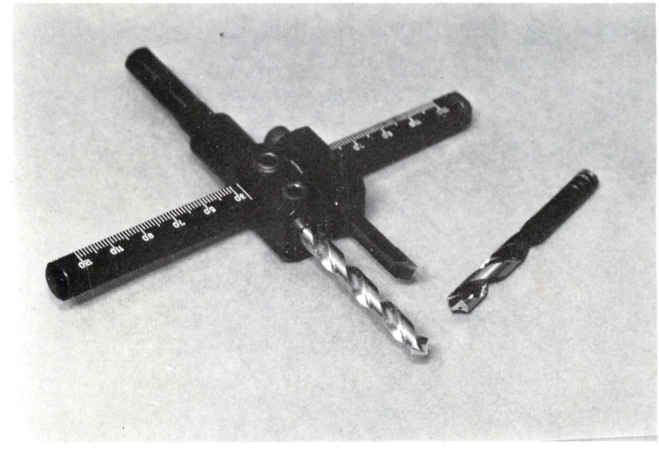

Figure 2: Circle cutter with plexiglas drill bit installed as pilot. Conventional pilot bit is a right.

BY RANDY FROMM

All operators know how important it is to rotate equipment through the route. Players become bored when a game is left on location for extended periods of time. A regular schedule of game replacement will keep players interested and maintain the location's income at its maximum.

It's important, however, when placing a game in a location that it is as clean and "new looking" as possible. A location owner will not be happy when his old game is replaced with one that appears to be just as old and used as the one that just left!

Nothing makes a game look old and used as much as a worn, torn and dirty control panel. The control panel gets more abuse than any other part of the game. Throw in a few cigarette burns and you really have a big mess; a mess that sticks out like a sore thumb!

Enter plexiglas to the rescue!!! A plexiglas overlay will protect the control panel from the use (and abuse) of players and vandals. When the plexiglas overlay is damaged and/or burned, it is a simple matter to replace just the overlay. When the game is placed at another location, it will look shiny and new.

THE RIGHT TOOLS

The first step in working with plexiglas is to obtain the proper tools. Conventional drill bits WILL NOT WORK with plexiglas. Plexiglas will "ride up" a conventional drill bit and crack. A plexiglas drill bit has a sharper point and less pitch than a conventional drill. A plexiglas drill will make a smooth hole without riding up the drill bit. Slow to medium speeds work best when working with plexiglas. (Figure 1.)

You need to purchase two plexiglas drill bits. The 5/16 inch drill bit is large enough to accommodate the square head of a carriage bolt (plus a little slop) and yet be cosmetically covered by the bolt head itself. Plexiglas drill bits (and a host of other interesting tools) are available from: Craftics, 2701 N. Pulaski, Chicago, Ill., 60639; (312) 235-3307.

Of course you can't drill a hole large enough for the buttons or the joystick. These holes are 1 1/8 inch in diameter. For holes this large, you can use a couple of methods.

It is possible to cut holes in plexiglas using a conventional hole saw. The hole saw is probably most familiar as a popular tool for cutting button and joystick holes in wooden control panels. It mounts on a drill motor and cuts a nice, round hole in the wood. Remember however, that the hole saw uses a conventional drill bit to drill a pilot hole and as such, will cause the plexiglas sheet to ride up the bit with the possibility of damage. Although I have had quite a bit of success using a hole saw on plexiglas, I have damaged a few panels. To completely avoid the possibility of damage, you might want to use your plexiglas drill to create a pilot hole before proceeding with the use of the hole saw to complete the 1 1/8 inch hole. Alternatively, you can replace the pilot drill with a permanently installed plexiglas drill.

A second method of cutting large holes in plexiglas is to use a circle cutter. (Figure 2.) The circle cutter uses a rotating

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The plunger shot awards 20,000, 10,000, 30,000, 100,000, 5,000 and 1,000 consecutively for skillful control. Then it's fire-fighting that's fast and furious as fires break out at random and the player must race against time to put them out by completing the appropriate bank or making the lit shot. Putting out each fire scores its assigned value times the FIRE multiplier which drops in value as precious seconds tick away and the unchecked fire spreads.

Making either set of 3-bank targets lowers the ramp for a "second floor" shot to lock up a ball. Locking 2 balls lights shot to raise the "hook & ladder" ramp to rescue a fireman and for 3-ball multi-ball™. Also, making a bonus multiplier raises the center ramp for an adjustable time to lock a ball.

With multi-ball, a "five alarm fire" breaks out! The whole town is burning! Putting out all fires while at least 2 balls are in play scores 1 million!

Help! Help! The player must shoot up the fire escape ramp to rescue an innocent victim! Rescuing victims from both fire escapes lights extra ball alternately!

Making the upper horseshoe in the lit direction advances the bonus multiplier and lights outlanes alternately for a special. Making the upper horseshoe anytime raises the fireplug (blocking post) for a timed interval.

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Height: 75″ (191 cm)
Height with fire bell: 80″ (203 cm)
Height with backbox folded: 54″ (137 cm)
Width: 29″ (74 cm)
Depth: 53″ (135 cm)
Weight: 225 lbs. (102 kg.) uncrated
245 lbs. (111 kg.) crated

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blade to score the plexiglas material in much the same way as a hole saw but it creates a much more precise and cleaner cut. The circle cutter is so precise that it is often possible to cut through the plexiglas sheet without cutting through the protective paper backing! This will save time as the disk of plastic that is cut out to form the hole will stick to the adhesive back of the protective paper and not become caught in the cutting tool itself. When a hole saw is used, the disk of waste plastic must be laboriously removed from the tool after each hole is cut. As with the hole saw, the pilot drill may be replaced with the special plexiglas drill. Circle cutters are available from: General Hardware Mfg. Co., Inc., 80 White St., New York, N.Y. 10013; (212) 431-6100.

The #4 model cuts holes from 7/8 inch to 4 inches in diameter. The model 5B is a heavy duty version and cuts holes from 1 inch to 6 inches in diameter. Either is suitable for our use.

In general, it is best to use a drill press when working with plexiglas. This is especially true when using the circle cutter. The drill press lets you make precise, straight cuts in the material. However, a hand drill is perfectly acceptable if some type of jig is used to hold the drill perpendicular to the work surface.

Constructing the Panel

Plexiglas may be cut with a table saw or by scoring the sheet heavily with a razor knife and snapping it across the edge of a table. A carbide-tipped saw is preferable for clean, safe cuts.

Mark the plexiglas with a centerline by using a square. (Figure 3.) Measure to the center and mark it for the joystick. I place a button (when required) three inches on-center from the joystick and a second button (when required) two inches from the first button. Of course, your layout may vary considerably. Avoid "eyeballing" your button placement; it will result in a sloppy, unprofessional looking control panel.

I made a plexiglas template to mark the joystick bolt holes. (Figure 4.) By scoring the template with centerlines, you can line up the joystick template and mark the holes accurately. It only took five minutes to make the template and it has saved me a lot of time.

Use the circle cutter to make the large holes. Use a slow to medium speed and feed the cutter slowly into the material. If you stop cutting just as the cutter breaks through the bottom of the plexiglas, the disk of waste plastic will remain glued to the protective backing paper and will not be caught up in the cutting tool. (Figure 5.) Finish the procedure by drilling the holes for the joystick bolts with the 5/16 inch plexiglas drill

ATTENTION OPERATORS!

Due to popular demand, Randy Fromm's Arcade School will be holding an encore session the week of September 21st through 25th.

This five day school will cover the topics that are so important to all operators. With an emphasis on "hands-on" training on actual equipment, the Arcade School covers topics such as: Power supplies (including switching regulator power supplies), monitors and sound systems. Also included is a special session on conversions. During this session, students will learn tricks that allow conversions to performed quickly and easily with outstanding and professional results.

"Doubt if we will ever accumulate as much practical knowledge in one week as we did with you." D.W. Thorpe Montrose Music Co. Montrose, CO

"Beyond my wildest expectations." Paul Spiegel Active West Bowling and Recreation Centers Los Angeles, Ca

"Randy Fromm's Arcade School is tops! I can fix just about everything I come up against now. I even do repair work for other operators!" Bill Lutes Lute's Casino Yuma, AZ

The total cost of the school is $500.00. This includes all handouts and classroom materials. Lodging is available near the school but is not included in the tuition.

Reservations can be made by sending a $200.00 deposit to:

Randy Fromm
7960 Culowee St.
La Mesa, CA 92041
(619) 697-4035

La Mesa is a suburb of San Diego (Home of Sea World and the San Diego Zoo and Wild Animal Park). There's plenty to see and do so bring the family!!!

SEE YOU AT THE ARCADE SCHOOL

bit. (Figure 6.)

The completed plexiglas overlay (Figure 7) now can be used as a template for marking and cutting any necessary holes in the actual control panel of the game. In addition to protecting the control panel, the use of a plexiglas overlay also makes it possible to leave any unused holes in the control panel (holes from the old game that used to reside in the cabinet). Without the plexiglas overlay, these holes would have to be filled with Bondo or a similar substance.

Working with plexiglas used to be a very frustrating experience for me. I'd get to the last hole, crack the panel and have to start all over again. With the circle cutter and plexiglas drill, however, working with plexiglas has become a joy, especially when a nice, new-looking control panel leaves the shop for a new home on location! Try it and see. It's worth doing when you know how to do it right.

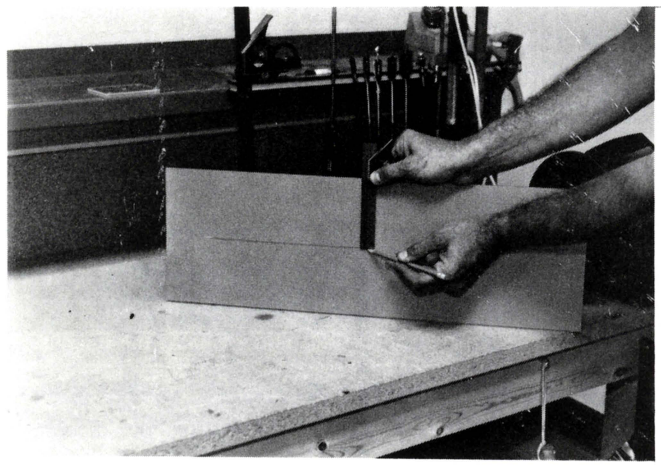


Figure 3: Marking the plexiglas panel prior to tooling.

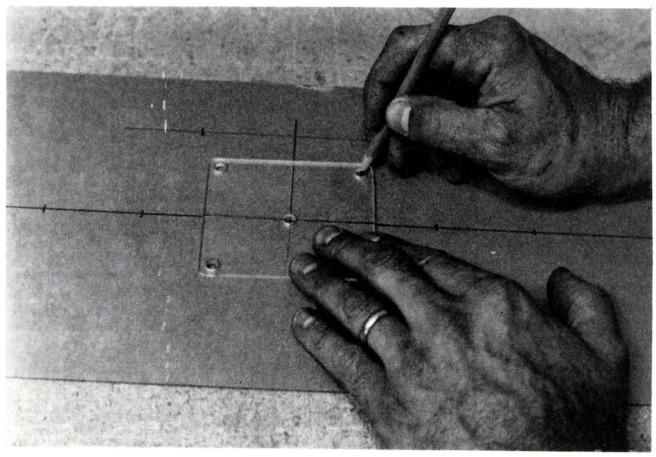


Figure 4: A clear plexiglas template makes it easy to mark accurate holes for the joystick bolts.

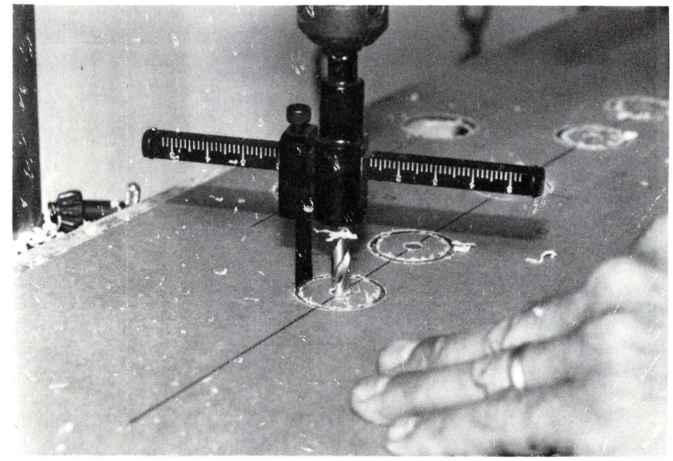


Figure 5: Cutting the button holes with the circle cutter. Notice how the waste plugs remain stuck to the adhesive backing of the protective paper on the bottom of the panel.

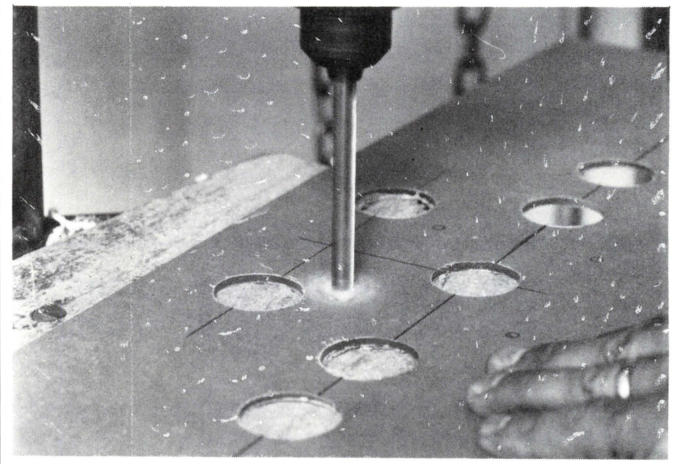


Figure 6: Joystick bolt holes are drilled last with the 5/16 inch plexiglas drill bit.

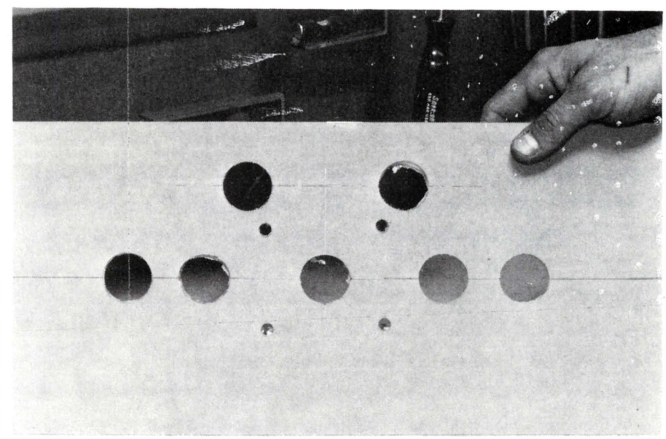
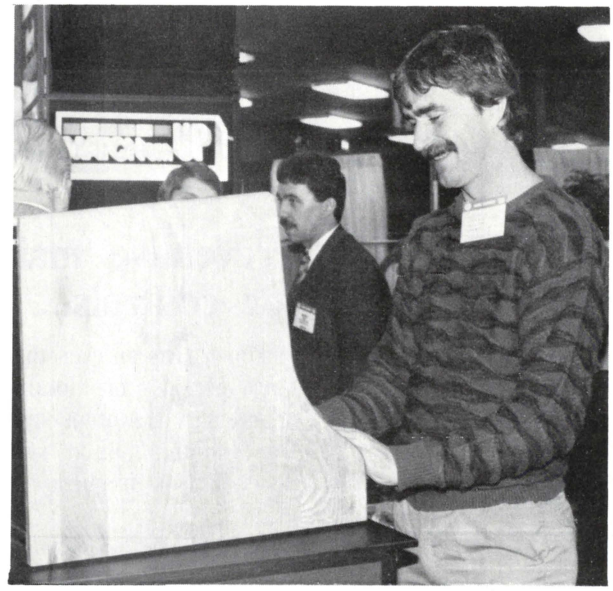


Figure 7: Finished panel ready for mounting.

COUNTERTOP GAMES: Look for Long Term Reliability

by Mike Shaw

During the past few years increasing numbers of operators have been looking toward countertop games to add earnings stability to their businesses. By offering adult player entertainment by providing a leisurely style of play and relying on game themes that have been universal favorites, the compact machines that sit on the tops of bar counters have built a reputation as games operators can rely on, maybe not for the biggest collections, but to deliver steady earnings over a long period of time.



Consistent with the games people play on countertop equipment, the machines themselves should be able to withstand the years. That's why the principal service issue with countertop is longevity and that's why operators who maintain significant countertop game inventories should examine the games for reliability before they buy.

As a co-founder of Digital Controls, Inc. Mike Pace helped establish the countertop market when, in 1980, he introduced his *Little Casino*, a game so reliable nearly all of the almost 20,000 *Little Casinos* sold between 1980 and 1986 are still on location.

Today, Pace is owner of Atlanta-based manufacturer, U.S.Games, Inc. Despite being CEO, and as such, solely responsible for operations, Pace still maintains the position of chief engineer of his company and continues to develop and refine the countertop game. His current product is a five-in-one game *Super Duper Casino*.

Based on nearly a decade of countertop manufacturing, Pace has developed a "service check list" for countertop games. It includes notes on maintaining countertop equipment as well as on game characteristics operators should look for before they buy countertop equipment.

Countertop games shouldn't smoke...

For a countertop game to remain several years in the same spot on the same bar is not uncommon. To get the full benefit of the game's capability for longevity, operators should be sensitive to the environment in which the game is placed.

Cigarette smoke may be the most hazardous threat to a game's long life. As the tar from the smoke builds up, the operation of the coin mechanism slows down. Tar gathers in high voltage sections of the printed circuit boards and causes electrical breakdowns. It attacks control switches, causing the front control buttons to stick.

While it may take a year or more for cigarette smoke to produce a noticeable problem in a countertop game, it is wise to use a cleaning spray regularly. If it is possible, locate the game where the air movement is best so the smoke has less opportunity to settle into the game. Games will last longer in locations that run air cleaners.

Smoke can also cloud the screen. Before purchasing a countertop game, an operator should ask if the viewing screen area on the game has been sealed to keep smoke out.

Countertop games shouldn't drink...

Like most electronic equipment, countertop games have a drinking problem. Just one drink can send them reeling. Syrupy drinks can jam coin mechanisms and make control buttons stick. And electrical failures can result if liquids make contact with sensitive electrical circuits.

It's hard to keep the games from taking a drink now and then when they're residing in a bar. So buy games that take drinking seriously, games that are built tight and designed so liquids that might seep inside them can't accumulate.

Countertops should maintain their cool...

Keeping the operating temperature low is critical to the long life of a countertop game. In fact, just a few degrees can make a big difference in the longevity of equipment. So cooling fans should be kept operational and games should be situated so there is room for the fan vent to breathe freely.

Mechanical parts often need tender loving care...

The most often incurred problem on countertop equipment is a jammed coin mechanism. In some instances the jams occur when players try to operate the games with something other than regulation coins, but more often they fail because of dirty deposits that are left by the coins as they pass through the mechanism.

Most coin mech failures can be prevented by occasional

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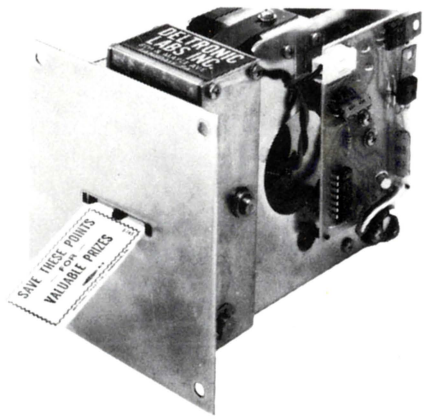

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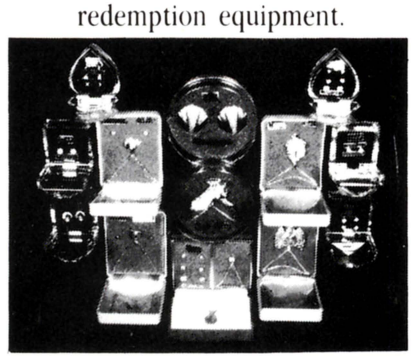

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cleaning. To facilitate servicing the coin mech, operators should look for games designed to allow for its removal--with a special tool--from the outside of the game.

Oops... Don't drop it!

One of the excellent characteristics of most countertop games is portability. Their diminutive size and weight enables one person to manage a route and do so without hauling equipment or a heavy truck. But the games' portability demands certain precautions. Mainly, lightweight games should be secured to the countertop. A security U-bolt installed on the game will not only protect it from thieves, but from accidentally being knocked off the bar.

Preventive maintenance for controls...

Some parts on even the best built games can wear out after long periods on location. To keep from encountering unnecessary downtime--and lost revenues--it's best to replace front control button switch assemblies every year or so, depending on frequency of use.

Insisting on making servicing easy...

As reliable as a countertop game should be, there are still going to be times when servicing is necessary. Before buying a countertop game, an operator should make sure the manufacturer has built serviceability into the game. Most importantly, each component should be easily accessible from the front or back of the game. A service technician shouldn't have to waste time removing working components to get to a part that needs servicing.

Such a design will enable an operator to perform most servicing tasks on location and get the game back into action in a hurry.

Look for reliable design...

The better a game's printed circuit board is designed, the more reliable it will perform and the greater longevity it will provide. Some design elements to look for: Small circuit boards with few electronic components and connectors; a board that is easy to take out and replace that can be plugged in rather than soldered; board connectors designed so that a board can be installed only one way so that it can't be incorrectly installed; and gold plated connectors that won't corrode.

Countertop games should be considered for long term operation. If operators insist on countertop equipment that is well-built and then care for it with the long haul in mind, the games can provide years of hassle-free earnings.

THE LADY IS A TECHNICIAN

Richelle Urbanoski amid the pinball games in C.A. Robinson's showroom.

If the TV game show "What's My Line?" was still on the air, Richelle Urbanoski would be a perfect guest. One of few women in the field, Richelle is a pinball technician at C.A. Robinson Co., Inc. in Los Angeles.

How was she drawn to this line of work? Her interest in things mechanical began at an early age. "In my case," said Richelle, "as a child, I always wanted to be an auto mechanic but I was too small." She has been fulfilling those mechanical tendencies as a technician for two years.

"In a lot of ways, women have an advantage because we are smaller and can get into places that are difficult for men to reach on the games," she commented. "Small hands have come in handy more than once, especially since manufacturers are putting more and more on the playfield now."

Richelle began her career in the amusement industry following training at the Nevada Gaming School in Las Vegas, where she learned about the inner workings of pinball, video, and slot machines. She saw an ad for the school on TV and decided to give it a try.

She has been well accepted by other members of C.A. Robinson's service department. After initial apprehension, as would be the case for any new employee, she fit right in. According to Sal Giannone, service manager and Richelle's supervisor, "Except for weight limitations, there is no job that Richelle cannot do. She fits in perfectly. She's treated just like one of the guys...they chum around and do things together."

"The staff is like best friends," added Richelle. "The only thing that's changed is that the language is a little tamer. I was teased at the start, and sometimes I tease them back." There are 10 technicians and six other shop assistants in the service department. It's a small, close staff.

"Amazement" is the word that best describes the response of customers seeing Richelle on the job. "I get two different reactions from men," she said. "Some feel that a woman can't do this type of job, and others are totally fascinated by it. They can't believe a woman is doing the job and is competent in doing it."

Richelle works on *High Speed* by Williams; *Hollywood Heat* by Premier is in the background.

All of Richelle's family members are proud of her. "My mother is tickled that I'm in electronics," said Richelle. "My husband, Mark, collects antique radios and he looks to me to restore them to working order. He's come up with a lot of things he wants me to fix."

Richelle works a great deal on Williams pinball games, also those by Bally and Premier. On the Williams games she suggests "keeping an eye on the flippers, making sure they are not getting loose and wearing out. Give them a little TLC and they will last forever.

"Most operators are able to take care of the flippers themselves. They must make sure the fiber and link assembly

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aren't getting worn and that the EOS switch is not arcing and that it's adjusted properly."

Her soundest advice to operators is to "keep an eye on the equipment. Preventive maintenance will save a lot. That goes along with playing the game once in a while to know what it's supposed to do and not supposed to do.

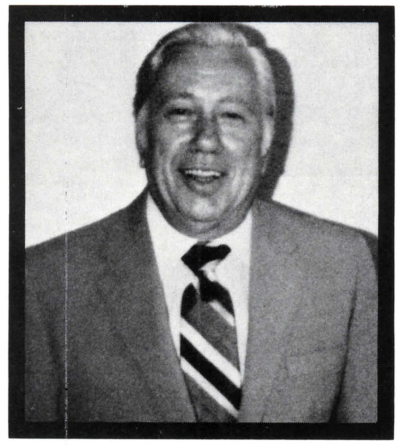
"If I had my wish, operators would go in every other time they collect from the coinbox to do a visual under the machine, play a game with the glass off when they can generally see loose parts, and look closely at anything that doesn't appear to be quite right. Use playfield cleaner every four to six times collections are made. If mylar (a plastic overlay) is on the playfield, just be conscious of it right around the flippers or the thumper bumpers where problems may surface. If an operator had trouble when the mylar was installed, such as a bubble, be sure to check that spot carefully." What about that tricky mylar installation? "Mylar will preserve the life of the playfield," explained Richelle, "but if you get just one small bubble in it, the whole playfield can be ruined--it will start tearing up at that point. We try to avoid mylar because it's so hard to make it perfectly flat. Only 25 percent of the games that come through for repair have mylar on the playfield. Over the years, the edges start to come up. In place of mylar, more frequent use of playfield cleaner will prolong the life of the playfield without the problems associated with mylar."

Richelle is not always office bound; she occasionally makes "house calls" when it's difficult to bring a machine in for service.

Enjoyment of the job is an important element for everyone, and Richelle is no exception. She literally brought her work home one day in the form of a 1983 model Zaccaria pinball, *Time Machine*. "It was a basket case," said Richelle. "I took it home and rebuilt it." Now it occupies a spot in her guest room and receives a lot of play by family members and visitors alike. It's a special addition to her home just as Richelle is a talented addition to the C.A. Robinson technical staff.

IN MEMORY

Harold LaRoux



As life runs on, the road grows strange
With faces new, and near the end
The milestones into headstones change,
'Neath every one a friend.

--James Russell Lowell

In the 50s, Harold LaRoux was a salesman for Fawn Manufacturing Company selling its cigarette machines to gas stations and restaurants. When Chicago-based Empire Distributing decided to open a branch office in Grand Rapids, Mich., LaRoux was recommended for the job as general manager.

"I had never met Harold but he came highly recommended," reminisced Joe Robbins, who hired LaRoux. "In fact, from the first day he joined the company he was easy to teach and quick to learn and soon became the top coin machine salesman in Michigan."

LaRoux served as general manager of Empire and of Bally Midwest after Bally purchased the office. LaRoux's son Jim was working as a wholesale grocery salesmen in 1982 when his dad began trying to convince him to join the coin-op industry. "Dad always wanted me to get into this business and work with him so I finally decided to give it a try. I had my doubts about working for him--he was a hard man to work for--but we worked well together and I've never regretted the decision." Jim worked for his dad at Bally Midwest until his dad retired in 1983. Jim had joined Atlas only months before Bally closed Bally Midwest along with other offices it had accumulated.

"I think it broke dad's heart when Bally closed the Grand Rapids office," said son Jim, who is general manager of Atlas Distributing's office in Grand Rapids. "He poured his life blood into that office. When he started there it was a one man operation; when he retired there were 16 employees." Robbins added that LaRoux was the epitome of honesty and integrity and his straight forward nature was unmatched. "Harold played it so straight with his customers that sometimes I wondered who he was really working for," quipped Robbins. "When operators called him, he told them the truth, the whole truth, and nothing but the truth which, I'm afraid wasn't always in the best interest of Empire." However, Robbins added that the office was one of the most profitable because operators trusted LaRoux.

On June 28, LaRoux died at 68. And though he had been ill for several years, his devotion to the industry did not waver. One of the last pictures of him, reprinted here, was taken at a recent Atlas open house in Grand Rapids. "Looking at the picture, it's hard to believe he was so sick," said Jim.

Harold LaRoux, far right, shown at a recent Atlas open house with his son Jim, left, Don Berg of Larry's Amusement and a friend.

In addition to his son Jim, LaRoux is survived by his wife Dee and two daughters, Peggy and Sandy.

Robert Louis Stevenson said, "No man is useless while he has a friend." The industry lost a true friend in Harold LaRoux.

TEN YEARS AGO

Play Meter's August 1977 issue focused on taxes and licensing throughout the U.S. The findings were startling. While some states and/or cities were paying reasonable or no license fees and taxes, others were being charged outrageous amounts. Some examples: Geneva-On-The-Lake, Ohio--$3.00 per machine; Ashton Mills, Penn.--$1,000 license fee and $1,000 per machine; Nebraska, Illinois, and Maryland--$10 per machine; Florida--$187.50 license and $7.50 per machine.

Wes Lawson

"That's just their way of outlawing pinballs," an operator said of the exorbitant fees in Ashton Mills. But it was just the beginning of what proved to be the attack of the tax people on the coin-op industry. The public viewed the industry as running borderline businesses--just this side of illegality. Consequently, more and more cities and states were joining the let's-tax-games-out-of--*our*-towns. An operator summed up the situation appropriately, "The operator is probably the most over-taxed businessman around."

Play Meter reported on taxes and laws threatening operators. One, in North Carolina, was described as possibly putting operators in dire straits. J.B. Reaves, president of the North Carolina operators association said, "Such a tax would be disastrous to our industry." Another ordinance called, "a dark cloud hanging over pinball operators," was proposed to ban all amusement machines from within 500 feet of schools in Detroit. Operators claimed it could "destroy the pinball business in Detroit."

Atari's Drag Race

Play Meter interviewed Wes Lawson, an operator in Florida. Questions ranged from how to cut costs of business to taxes. Wes's son Manley had just made his decision to leave a lucrative job at IBM to join his father. Wes went on to become the president of AMOA a few years later. Wes told Play Meter that his business was about 50 percent music but that rising costs were eating away at net profits. Wes talked about a drop in music when discos were peaking in popularity. He realized it was a fad that would have to run its course which it did and jukebox business picked up.

The jukebox license fee was in its infancy ten years ago. The AMOA government relations committee met with representatives of the performing rights societies to discuss problems with the new copyright law requiring operators to pay $8 per jukebox license fee. "They don't realize it's just not that easy to get collections," said AMOA president Fred Granger. Little did they know at that time that the $8 fee was just the beginning; ten years later operators are paying a whopping $63 per jukebox!

In other news, Atari had celebrated its fifth anniversary that summer. The company had just moved its over 1,000 employees into new facilities--560,000 square feet compared to the old 30,000. Electrohome Ltd. developed color data

Pinball by Stern

display monitors ideally suited to the coin-op games industry. The president of the company predicted that many companies would soon be incorporating color monitors into their games.

New games appearing in Play Meter's New Product section were Atari's *Drag Race*, Rock-Ola's *Grand Salon*, Gremlin's *TenPin*, *Starship I* by Atari, *Pinball by Stern*, Atari's *Pool Shark*, *Guided Missile* by Midway, Exidy's *Robot Bowl*, *Jungle Princess* by Gottlieb, and *Gold Mine* by Universal Products.

Two familiar faces appeared in Play Meter's pages ten years ago: Shane Breaks had resigned his position with Rowe and had joined Belam; and Howie Rubin left Betson and joined Atari, supervising the completion of east coast facilities.

FEATURE

THE PAY PHONE PICTURE

by B.G. Hauser

The State Law

The FCC Payphone Order allows small and large businesses to own pay telephones. It also determines that individually states will determine the ground rules for the payphones and their applications. Currently, 44 states have approved the use of privately-owned pay telephones and each has issued rules and regulations governing their use. The remaining six states are "on hold" regarding private pay telephones under the following conditions:

Alaska	No activity
Arkansas	Local and intrastate use disallowed by interim decision
Connecticut	Moratorium through 1987
Hawaii	Not allowed
Oklahoma	Local and intrastate use disallowed by interim decision
West Virginia	Not allowed

Rules and regulations issued by the states pertaining to privately-owned pay telephones can be considered "Bibles" to be consulted by everyone considering entering the business. The states have taken different approaches on the definition of such rules in order to protect the users of payphones and to provide what they consider to be fair to all the parties. During the sessions where the regulations and rules are defined, one party has been actively involved in order to obtain the best share of it. It is, of course, the telephone companies! They are actively present in each states' utility commission proceedings trying to protect their business from entrepreneurs.

After the first hearings, the private payphone industry realized the necessity of not only being present but being an active part in the hearings in order to secure favorable rules and regulations for the COCOT industry. Many groups and organizations are now active in representing the private payphone manufacturers, dealers, buyers, and users. As a result of their interventions, many initial state rulings have been changed; in some cases, to better accommodate the requirements of all parties.

It is, however, difficult to satisfy everyone. New hearings and sessions are being scheduled that will provide changes in existing rules. Those changes, most likely, will favor the user and the potential entrepreneur. Private payphone associations are becoming increasingly active as lobbyists for the industry's needs and as publicity vehicles promoting th opportunities for profit available through the lease or purchase of payphones. All in all, there is a lot of activity going on now that promises to be beneficial to a lot of people. Realistically, though, it is up to the individual states to determine the extent of those benefits.

Basically, the state rules and regulations cover the following points:

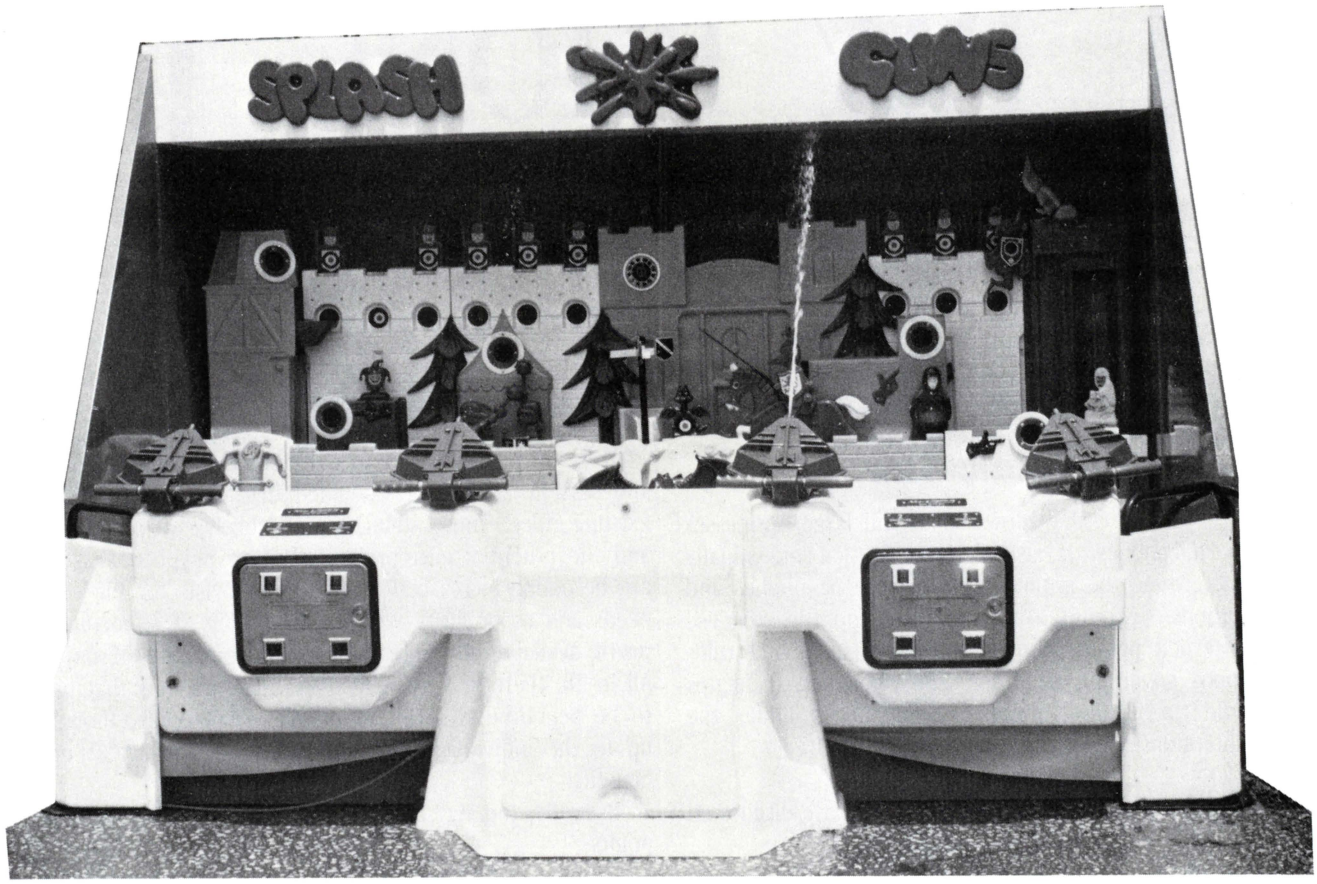
1. Definitions of places where private payphones can be installed.
2. Basic characteristics to be fulfilled by payphones (such as type of coins to be accepted, information to be provided, etc.)
3. Services to be provided, type of calls allowed and disallowed and conditions to be met for each call.
4. Rates to be charged by the telephone companies for each line, call, etc.
5. Bill of rights for the payphone owner with respect to the telephone companies.
6. Taxes to be levied on payphone revenues.

Given the nature of these points covered by state rules and regulations, it is easy to see that anyone interested in entering the pay telephone business should first contact the state utility commission to obtain the latest payphone rulings. Once this information is available, intelligent decisions can be made about income opportunities, types of payphones desired, tariffs, etc.

In the next article, we will discuss the existing pay telephones used by telephone companies and new payphones on the market for private ownership; differences, similarities, capabilities. In the meantime, if you are interested in this new industry, contact your state public utilities commission and request their latest rules and regulations governing pay telephones. It is a simple, logical, and essential step to take.

FRANK'S CRANKS

ALTER ENTERPRISES MAKING A BIG SPLASH IN THE COIN-OP INDUSTRY



***Splash Guns* is the latest game by Alter Enterprises. Arcades and high traffic locations should consider operating games like these.**

BY FRANK SENINSKY

Splash Guns is the latest from Alter Enterprises of Fairfield, N.J., a company known for its coin--operated remote controlled cars and boats. Few traditional video game operators realize the earning potential of the top coin-op games that amusement parks have been profitably operating for decades. Operators may be missing an opportunity because these games depreciate very little and require less service than a pinball.

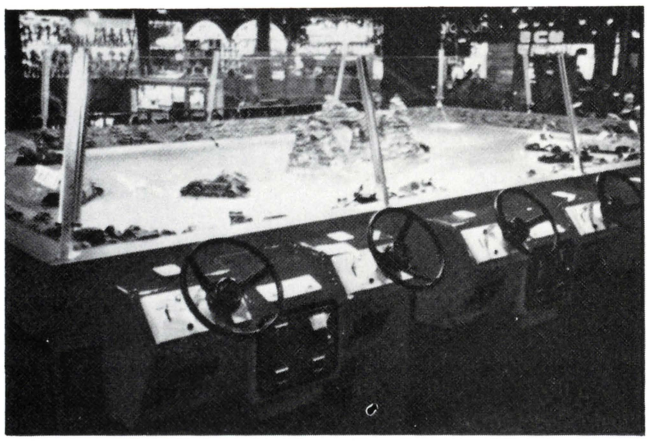
President Bill Alter, who also operates National Ticket Company, sees his new, colorful, action packed, water gun shooting gallery as a natural for amusement parks and high traffic amusement locations everywhere. Almost twenty units (each unit has four independent water guns) are now in operation in some of the largest amusement parks in the country: Cedar Point Amusement Park, Kings Island, Six Flags, Great America, Great Adventure, Kennywood, Great America, and Lake Compounce.

The water does all the work as it knocks down targets and fills up containers, which through gravity force causes each of the 38 animations to move independently in a domino-type effect. These actions, such as the witch pulling down the lever and the dragon squirting the shooter, keep the players and spectators constantly entertained. The durable plastic animations are snap-on sections that can be changed from season to season to keep this game popular for many years. The entire game fits into a 10 foot square area.

"It was originally designed for the four to 11 year old age group," says Earl Heller, vice president and Sales and operations manager, "but we were pleasantly surprised that all ages enjoy playing *Splash Guns*. This was echoed by Kings Island Games and Attractions manager, Mike Keeton, who said that "revenues from *Splash Guns* are about half of what a 12 unit set of remote controlled cars is doing, and the cars are doing very well!" Alan Kanter, manager of merchandise and games at Hershey Lake Compounce said, "I love this great little piece."

I found the game to be better made than most video shooting games. The stops, brackets, and pivots on the water shooter gun are designed to last at least ten years. Even the coin rejecters are built so it's nearly impossible

to have the reject armature slip past a jammed coin. Alter has made a special plastic cover to protect the coin mechs from water and untrained human abuse. Every game



Splash Guns **water shooter gun is so well constructed it should last for 10 years.**

comes with a complete spare parts kit and a detailed, easy to understand service manual. Many of the diagrams are in cartoon form which I got a kick out of reading and it held my interest.

GETTING TO KNOW ALTER ENTERPRISES

Twenty seven years ago Bill Alter started working for National Ticket in Shamokin, Penn., a company that sells sells printed tickets for theaters, amusement parks, stadiums, and transportation authorities. It's slogan, "If it's a ticket we make it" says it all. Today National Ticket is 80 years old and is the largest supplier of skeeball tickets, selling more than a billion last year.

With contacts in the amusement park business, Bill decided to get his feet wet so in 1977 he built and operated a water slide at nearby Knobles Grove Park. As many of you may remember, 1977 was a terrible season for eastern operators; it rained 11 of the 13 weekends that summer. Although Bill drowned financially that season, he kept his head above water. He became enthused about remote controlled boats when he saw them displayed at the 1979 IAAPA Park Show by an English company, Tornado of Birmingham.

With a small investment, Bill ordered two sets and quickly installed them at Dorney Park in Allentown, Penn., and Casino Pier in Seaside Heights, N.J. Two weeks later he called Tornado for all the units they could produce which was nine sets. The next season Bill doubled the order and the following year doubled it again. In its short eight year history, the company has grown and now operates 195 remote control boat and car sets in amusement areas. One set ranges from four to 12 units, so you can see that Alter is well entrenched in the coin-op amusement industry. An exclusive North American agreement followed and Alter Enterprises is now running North America Tornado.

In 1980, Bill hired Earl Heller, whom he had worked with at Knobles Grove Park. Today Earl heads up operations at Alter Enterprises and is responsible for keeping all of the equipment working and adding new attractions called animated props to the boats and cars to keep them exciting. Earl says that "simply by changing the props with a minimal investment keeps the units alive." The boat props have three basic features--pumping water, movement, and sound--which must be completely reliable in water surroundings. Earl uses an automobile fuel pump specially designed at 12 volts DC to handle water flow that is tested for one million cycles (turn ons and turn offs). The most popular props are the oil rig which squirts water, frog on the lilly pad, the siren, and the killer whale. There are also six car props which give the player a chance to show off his driving skills.

President Bill Alter is all smiles as he explains the commitment of his company to the coin-op amusement industry.

The remote controlled cars come in two sizes, all operated at 12 volts DC for safety: 15 inch (1/12 scale) and 23 inch (1/8 scale). I found the larger car to be faster. Boats are either 19 inch or 31 inch. All the units use a closed loop antenna system and two motors. The boats have no rudders and no servos which could be a service nightmare. To keep downtime to a minimum and also give the player the most realistic control, the boat turning is accomplished by slowing down one prop (one motor) as the player's steering wheel is turned. At a set point the slowed down prop starts to actually reverse and then increase its reversing speed. The result is optimal maneuverability and these boats actually operate as well in reverse as in forward, a point that many players find enjoyable.

A set of 12 boats uses a 1,000 square foot area; the same for the larger cars. Four small cars require only 100 square feet and four small boats need 400 square feet.

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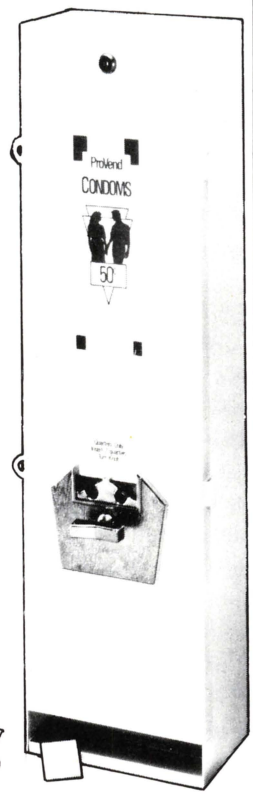

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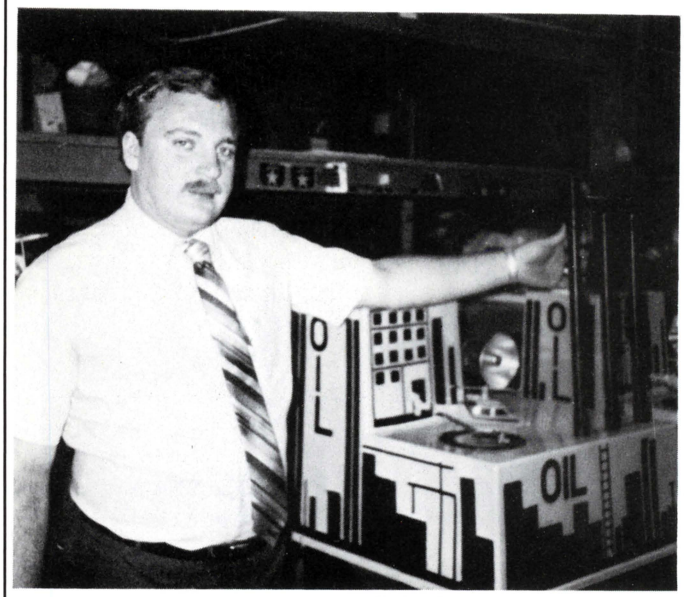
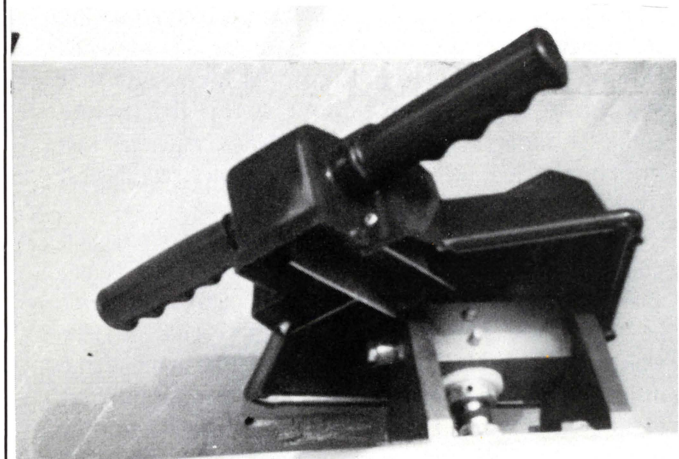


Vice president Earl Heller shows off the famous oil rig animated prop for the remote controlled boats.

With special revmatic sound these tough little money makers are dependable and keep earning year after year. Many of these units are leased to parks under a system where parts and service are free and updating is done frequently to keep earnings at their peak.

The future of Alter Enterprises looks bright. Alter philosophies like "Credibility is all you have in this business" and "Everyone I've ever done business with I can look square in the eye" are really the backbone of the company. Alter products are right for locations other than parks. Arcade operators looking to diversify should seriously look into what has been traditional amusement park coin-op equipment, like the remote cars and boats and skeeball. Even *Splash Guns* could possibly be used in amusement arcades.

Bill Alter and Earl Heller can be reached at (201) 882-9866. As always.....keep cranking!



This indoor unit takes up only 10 square feet and is a long time earner in arcades and high traffic locations.

SUMMER STOCK

Coin-op theatrics offer players a showcase of diversified efforts

by Roger C. Sharpe

Many of the games that were introduced at ACME '87 have begun to hit the streets, while some dating back to AMOA are just beginning to have an impact on locations. Every year about this time there's a surge of demand for product by the resort/beachside areas gearing up for the vacationers. It's become a summer rite that operators attempt to load up with as much equipment as possible; hopefully finding models that will maximize earnings for an intense two to three month cycle, before being traded or sold once their usefulness is over. Some of the exceptional games will endure.

The problem is, however, that no one can buy every game, even if every piece were a winner. There's also the question of the super games and whether the earnings potential can justify multiple purchases for a single site. If one game's collections are X amount, it doesn't necessarily follow that with three collections will triple. And so it is in a marketplace that is characterized by a broad base of quality equipment and an almost equal number of borderline pieces.

Williams' *F-14 TOMCAT*

This pin, from the company that has seemingly monopolized the flipper game market, garnered an incredible amount of attention before, during, and after ACME. And all the ingredients were there to expect only great things from the team of Steve Ritchie and Eugene Jarvis.

It was expected to exceed *High Speed* and other past Ritchie extravaganzas that have become his trademark at Williams. *F-14* hit with a great deal of fanfare and anticipation. The cosmetics are there with three flashing lights on the top of the backglass along with a series of intricate wire rails leading balls to different parts of the playfield for some fast-paced multi-ball action. Add to that an effects package of speech, solid sounds and accompanying music, lights, and full use of the backglass displays for various messages and *F-14* seemed to be a can't miss hit.

However, *F-14* experienced some problems initially which cooled the enthusiasm of some of the skeptics. And the runaway numbers were the exception. Despite the hype and frenzy, *F-14* wasn't blowing down players the way previous Williams' pins had done. Steve and Gene accomplished something that maybe they hadn't set out to do. They created an ideal game for the skill player, with a learning curve that was going to demand an investment from intrepid pinball players far different than a *High Speed*, *Pin-Bot* or even a *Comet*.

In terms of play, the goals are fairly simplistic-hit targets, lock up balls, and wail for dear life in multi-ball play. Entry takes place over and around an elevated area that transports the ball into different locking areas--either the lower right near the plunger lane, or two center placed kickers that face *up* away from the player. Two top flippers control the action above to dual three banks of red and blue targets and a loop-around lane that controls bonus multiplier values. At the far right side a narrow lane leads to a kick-up hole that propels a ball *upward* into the wire rail network for locking or, ultimately, releasing the balls already captured.

At the left is an interesting kick-back kicker, dubbed General Yagov, that sends a ball back down to the flippers at incredible speed. Yagov, by the way, is another build-up target for potential extra ball value. The center is a major target area with two stand-ups facing straight on and six angled ones making up the sides (three on either side: 1,2,3 and 4,5,6). The bottom flippers, meanwhile, are augmented by a left side kick-back that propels a ball back up to the top target area.

F-14 has all the glitz and armament to command attention, with some subtle extras that manage to pull everything together for the skilled and novice player. But some of the fundamentals, in the final analysis, seem obscured by the razzle dazzle, and even the most logical shot sequences seem to be underlined with another purpose in gaining a workable strategy for mastering the game.

Maybe the best way to make some qualitative judgments is to compare *F-14* with other recent Williams pinballs. First, there was an openness and even an emptiness in terms of *High Speed*. The field wasn't cluttered and everything was there to ideally showcase a very dramatic ramp configuration that sent balls to specified areas depending upon what was taking place on the field. In addition, there was a color coding to the targets so that even the uninitiated could understand getting green, orange, and finally, red. The same might even be said for *Pin Bot* where,

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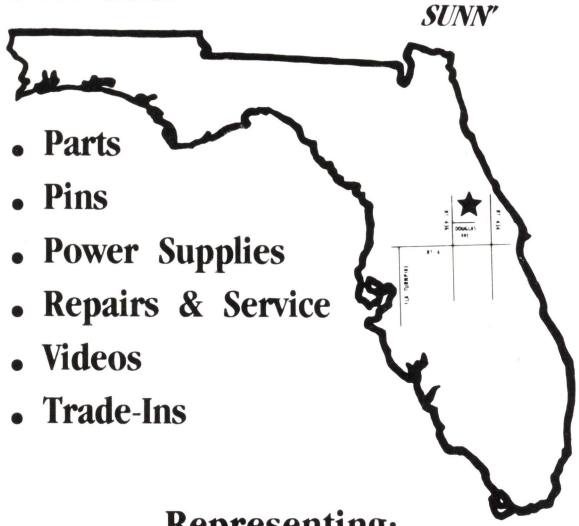

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despite anything else happening on the board, the line up of targets with their color coding was readily apparent and even reinforced with the board lighting to correspond to what was being hit.

With *F-14*, however, there is a deeper logic at work that isn't easily understood at first. As a player, you know that you want to hit everything in sight and there are some similarities to the top that are slightly reminiscent of *Black Knight*'s top playfield but things happen in sequence or as a response to something else, which has always been a part of Ritchie-designed pinball machines. The use of the wire rails, effective in design, also tend to obscure some of the visibility of the top portion of the field; but this is only a minor inconvenience and not the type of drawback that some felt with Bally's *Motordrome*.

One individual summed up the feelings of players and operators: "the action is choppy." The smoothness is lost either because of the speed or angle of the shots. Looking at the top flippers on a well played game I noticed that the tips were wearing away, because that's where the predominant number of shots are being made; with players' timing being just a bit off. The bounce-off from the center area locking up captured balls, which is negligible at best, could have been better served if the thin wire form had been coated with a thin layer of rubber. It would also serve to protect this design from extended wear, tear, and abuse.

As for the center, besides being a death zone with these kinds of set ups and the fact that average players always go for this area as a means of survival, the angled three banks on either side, with the flashing of numbers still have no bearing on what I want to do with the game. I tend to ignore this low percentage locale and keep my shots from the bottom to the extreme left and right angles.

However, there are a lot of breathers on *F-14*, other than locking up a ball or two, and the action is non-stop. And with some of the roll downs, *F-14* can be a bit unforgiving. But players are willing, in this case, to return to the battle, vowing never to be burned again. But *F-14* isn't a comfortable game to play. Players have to be on their toes constantly to take command of the rhythm of the action.

That's the challenge and what makes *F-14* a winner for the sophisticated pinball player who may have been waiting for a machine like this. But be forewarned, *F-14* is not for those looking for a spin around the board offset by some pretty lights and good sound effects. In many ways what was accomplished is a reminder of the old Gottlieb pinballs from a bygone era. They've managed to create a game that will have staying power on location, one that players should never tire of, and one that will show consistent collections.

Although this rather long write up on *F-14* might seem to be critical, it really isn't. What I'm attempting to do is put my observations and overviews into a proper perspective because I firmly believe that Williams has attained a new plateau with this game. Kudos to all involved in the creation of *F-14 Tomcat* and this reviewer will go with a very solid ### 3/4 for a pinball machine that, to date, doesn't have too many equals when it comes to silver ball competition.

Premier Technology's *SPRING BREAK*

The brochures and ads for this pinball are eye-catching; a trio of scantily-clad, appealing blondes that are suited or, in this case, not suited for swimming. But there's more to *Spring Break* than meets the eye. In many ways the game represents just how hard Premier has worked to raise awareness of its pinball machines and how difficult it has been to compete with Williams' runaway success.

For a company that takes great pride in its Gottlieb heritage, much of Gottlieb's conservative philosophy has been cast aside. And for all of the advances and achievements, Premier has had to battle for exposure on location.

In many ways, Premier has pulled out all the stops to be viewed as a legitimate contender. But with this type of obsession, the superficial isn't enough to totally sway any detractors. Machine headers, ramps, music, sound effects, lighting and all the novelty glitz in the world isn't enough to get any single game over the top. Premier has tried to be different, innovative, and current in its approach to pinball design. But, unfortunately, the fundamentals are no longer in focus in order to carry out a grander scheme in hopes of breaking through.

With *Spring Break* we have a potentially good game that misses the mark because it has not remained true to the basics. Sometimes a concept may be well intentioned but fails in its execution. One of the major problems is when a company becomes infatuated with a particular feature or component to the extent that it becomes a detriment to the execution of the game.

Multi-ball play is one example. It's a novelty that can be an integral part of the action and potential scoring. But it's not and never should be the end-all and do-all on any pinball machine because very few players can actually sustain multi-ball play for any length of time.

Unfortunately, the focal point on *Spring Break* is the multi-ball feature in much the same way that Williams' ill-fated *Thunderball* relied too heavily on this feature. The problems with that game are magnified here. A players' eyes never leave the flipper area, because that's where the balls are and the rest of the playfield becomes incidental.

I happen to think that the basic layout of *Spring Break* is good, with some interesting shots, angles, and target areas, but I can never appreciate them until I'm down to single-ball or two-ball play and that's a shame. I am faced with two-ball multi-ball, then three-ball multi-ball and, finally, four-ball multi-ball that is spit out *for* me once I press the right flipper button.

To take away a player's ability to pull back a plunger is something that I can't fathom. We experienced this back on the old modified games Williams and Gottlieb produced specially for the New York City area because of legal questions; and for Skokie, Ill., when plungers were outlawed. Gottlieb had attempted a machine called *Goin' Nuts* which also shot out the balls for the player and it didn't work. A player becomes an immediate, active part of a pinball machine by the simple act of pulling back a plunger and on *Spring Break* this is totally abandoned.

With the automatic multi-ball, a player is suddenly overwhelmed with something that becomes frustrating and uncontrollable from one play to the next. Surprisingly, on a conservative setting the first turn means four balls at once, but succeeding turns deliver only a single ball so the player has a full turn to discover the nuances of the playfield. It features a cross-over ramp that leads to a nice self-contained flipper and drop targets at midfield along with a left side stand-up and little loop around and a bottom with two spaced flippers on the left and a lone flipper on the right. In addition, one of the goals is to spell out the letters V-A-C-A-T-I-O-N for some specials. However, everything is overshadowed by the multi-ball assault.

I'm disappointed because *Spring Break* looked to have some potential as a player's game, but the struggle for something novel and different tends to doom a layout that I wouldn't mind seeing again on a different machine with a plunger and maybe a way to *earn* multi-balls rather than getting them for doing nothing more than inserting a coin. A ## is all I can serve up with the hope of better things to come from Premier that adhere to the fundamentals of why people play pinball.

Bally's *HARDBODY*

Bally finds itself in an uphill fight to be seen as a viable number two behind Williams. Admittedly, it's rough when people keep on slamming the door shut, but at least Bally is persevering looking to find the answers and attract more support. And except for some tragic mechanical problems that have beset such efforts as *Special Forces* and *Strange Science*, Bally has attempted to innovate with the best intentions. Although Bally's latest pin, *Party Animal*, is now out, *Hardbody* is still out there for summer.

Once you get past the striking image of Rachel McLish on the backglass, there is a game board that incorporates nicely theme and some of the fitness attributes of this world champion body builder. The double-level playfield is interesting in its similarity to Williams' *Solar Fire* and the more recent *Grand Lizard*. The ball enters to an area with two flippers, a top turnaround that's fronted by a bank of three red stand-ups (Station 1). Over at the left is another bank of three green stand-ups (Station 2) and behind this are three in-line drop targets. Two outside ramps on the left and right lead down (or back up) and there is also a sheer drop down the middle from the top to the bottom field which contains a bank of four blue stand-ups at the left of center (Station 3) and a yellow bank of three stand-ups (Station 4).

The object of *Hardbody* is to complete these exercise stations by hitting the targets and filling up a center grid of lights that are displayed just above the lower flippers. Each one must be knocked down three times for increased point values, hold-overs, multipliers, and all the things that make pinball scoring a joy. And the angles of action are solid along with some good close range shots and longer selections for getting back up to the top from the bottom playfield.

The problem with *Hardbody* is the use of a reflex button on the side of the cabinet for closing in what would otherwise be out lanes on the bottom sides. This timed feature is a radical

adjustment for those players who are having a hard enough time just controlling the flippers and the ball movement in order to get the shots down pat. And although this nuance is better executed than on the old Bally BMX playfield, it falls short of the mark for today's less than capable audience.

I can imagine that ball time or the lack of space for a conventional bottom probably precludes using anything but this type of gimmick, but the impact overall to the game is a negative that substantially decreases the rhythm of playing the game and mastering certain sequences. It's too bad because there are some decent shots and build-ups to the game and the compulsory light and sound carry through various achievements on the board. But in many ways, *Hardbody* shows its age in execution and, despite some great artwork and a super use of a checkered playfield, leaves something to be desired over repeated play. As a filler in a line-up of older pieces long past their prime, *Hardbody* might serve a purpose for its visual excellence. I'll go with a ##1/4.

Konami's *CONTRA*

From basketball to a sitdown LeMans racer to a game called *Top Gunner* and even a space game that has resurfaced as part of the Nintendo licensed efforts, Konami remains a strong influence in the marketplace with a lengthy track record that has had many peaks and not too many valleys.

Bedsides a theme that is timely *Contra* seems to have a number of winning ingredients. The game is a two player contest with an eight-way joystick and dual button controls (for shooting and jumping) along with an impressive array of artillery that includes lasers, machine guns, fireballs, a special shield (or barrier to protect the on-screen hero), and a number of play levels that tax even the most intrepid video game playing skills.

In fact, it is this latter element that makes *Contra* special. The screen action changes from level to level, incorporating the standard horizontal scrolling found in many games and some maze play that changes the perspective of what is taking place through the game's seven stages.

The storyline is credible--good versus evil to save the world--and the visual effects, on-screen detailing, and character articulation result in *Contra* being a definite factor for the coming season and beyond. Admittedly, there are familiar traits between this game and some other recent vintage efforts, but *Contra* combines the best of the lot admirably and we'll go with a solid ###1/2 for the totality of the execution and the potential earning power of this timely video game.

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Atari's *ROADBLASTERS*

A tie-in with a power such as Matchbox Toys can't hurt any game and this Atari effort shines in its presentation of a racing/shoot'em up game. Although the similarity to *Spy Hunter*, *Night Stocker*, and others, could detract from the overall appeal of *RoadBlasters*, the execution is such that the game is capable of transcending these other racing games with some great on-screen effects and play action that is truly non-stop.

It's a great feeling to get behind the wheel and just wail, firing at everything and anything with a steering wheel control that also incorporates appropriate fire buttons. The sit-down cockpit is an impressive piece of orange and graphic decals. However, though I don't mind climbing into something that is as severe as a Lamborghini Countach and as comfortable inside, there is no equitable viewing angle for interested passersby who are forced to crouch alongside the game to view the action on the screen. A clear backing similar to the old Sega cockpit sitdown would have served the purpose much better. As for the upright, which is a System I Atari kit, this has got to strike a pleasurable response from operators who have a *Marble Madness*, *Temple of Doom*, *Peter Pack Rat* or even Road Runner that has outlived its usefulness.

RoadBlasters is a challenge of driving and shooting/destroying as well as driving and avoiding on-screen obstacles, and driving along capturing (driving over) different symbols and items that add fuel or add to the weapons arsenal from one race course to the next. In fact, there is an almost endless set of waves to complete and Atari has added in another touch for the promotionally minded, which is being done in much the same way as the *Gauntlet* self-running promotion.

When players get past the 50th level, they will get an on-screen secret code for which they can write and get a *RoadBlasters* T-shirt from Atari. This Atari package has all of its loose ends tied tight and we'll go with a strong ###1/2 for a total effort that's fun for driving fans and has enough pop to attract passersby.

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TAX TIPS

By Irving L. Blackjman

TWO WAYS TO PROTECT YOUR ESTATE

Beating the income tax collector is a time-honored annual activity. But you only get one chance to beat (or be beaten by) the estate tax collector.

In most cases, an organized estate plan leaves the collector with an empty or substantially smaller estate tax bag. Two points continually are being missed--a Q-Tip (qualified terminable interest property trust) and ILIT (irrevocable life insurance trust).

Here's the first problem: You may want to leave everything to your spouse, but you are afraid your children may get nothing if your spouse decides to remarry. Or maybe you are married for the second (or more) time. Sure you want to take care of your present wife, but will she provide for your children? A Q-Tip trust is probably your solution. Both your wife and children are protected.

Best of all, the tax collector doesn't get one cent of tax at your death. The income from the Q-Tip trust goes to your wife for as long as she lives. Upon her death, the trust assets go to the children. Only then does the IRS have its first chance to see a tax dollar. One more point: If your estate plan was properly structured, a total of $1.2 million can be passed to your children free of tax.

Here's the second problem: Life insurance is subject to the estate tax--either when you die or when your wife dies, depending on how the estate plan is set up. Think about this--for every $100,000 in life insurance, the tax collector will get between $37,000 and $50,000. (The estate tax brackets range from 37 percent and 50 percent). The solution here may be to create an ILIT. Upon your death, the trust pays all income to your spouse as long as she (or he) lives, then the assets go to your children. All the life insurance proceeds will be used for the benefit of your spouse or go to your kids without one cent in estate tax being paid.

No attempt is made here to cover every facet, rule, and exception of these two delightful tax-saving ideas. See a competent professional to structure a complete estate plan considering this article.

IRS GOOF COULD SAVE YOU MONEY

You bet the tax law is complicated. So much so, that countless taxpayers, year after year, get caught in an endless variety of tax traps. So what's new? This time the IRS got caught in its own maze of complexity. Result: one lucky taxpayer saved a lot of money and so could you.

The story centers around a form...-first, some background. The IRS has three years after you file a tax return to impose back taxes and interest. Often the IRS doesn't meet this deadline, but it asks taxpayers under audit to sign Form 872-A. In the form the taxpayer voluntarily agrees to extend the three-year statute of limitations, usually for a year. Either you sign the form, or the IRS will simply issue a deficiency notice for all questionable items on your return. The agreement can be terminated by either the IRS or the taxpayer by filing Form 872-T. Also, the IRS can terminate the agreement by mailing a deficiency notice. The statute of limitations expires 90 days after the agreement is terminated.

Now the story: Roskos was under audit and signed a Form 872-A. Roskos moved. Eventually the IRS mailed a deficiency notice to the wrong address, which Roskos never received. Eventually, he learned of the notice because the IRS assessed the tax. Roskos paid the money, then asked the Tax Court to rule that the deficiency notice was invalid because it was not mailed to his last known address. The IRS tried to cure this little defect by mailing a new notice of deficiency to him.

This time Roskos hit back at the IRS. Remember, the IRS wrote Form 872-A, which states that it terminates when the IRS *mails* a deficiency notice. Roskos pointed out that the form doesn't say that the notice has to be valid or that the taxpayer has to receive it. The Tax Court slugged the IRS again, saying it would be held to the strict language of the form. As a result, the statute of limitations expired 90 days after the first deficiency notice was mailed. Cheers! Roskos was off the hook, saving about $60,000 (*Roskos v. Comm'r*, 87 TC 72, 1986).

You can bet the IRS will rewrite Form 872-A in light of this case. But that will take a while. In the meantime, there are many taxpayers out there who signed the current Form 872-A. If you or a friend is among them, remember this case.

DOES YOUR WIFE WORK IN YOUR BUSINESS?

New businesses are being started at a record pace. Often husband and wife work side by side to make the business a success. This item is dedicated to all such working couples. it's based on a real IRS Letter

Ruling (8707004).

Here's the story: Joe graduated from professional school, married his long--time sweetheart, and opened his own office. Business was pretty good. He hired a couple of assistants and realized he needed some front-office help. He asked his wife, Sue, to become his girl Friday. Sue was the receptionist, bookkeeper, purchasing agent, laundress, and substitute assistant when a staffer was ill. She worked 30 to 35 hours per week.

At the end of the year, Joe gave Sue a W-2 Form showing her wages, which were deducted on Schedule C on their joint tax return. In turn, Sue made a contribution to an IRA, and this was deducted on their return. All routine and neat. Right? Wrong! Joe never actually paid the wages to Sue. All the business income was deposited in their joint bank account.

According to the IRS, no deduction is allowable for "accounting-entry" wages. No matter how hard Sue worked no cash or check had changed hands. For a deduction to be allowed, there must be an actual payment. A deposit in a joint account has no effect for taxable-wage purposes. And since an IRA is based on compensation received--and Sue technically received none--there could be no deduction for the IRA contribution.

A small or new business owner makes an honest mistake, and the technical law denies a tax benefit. All Joe had to do was issue a paycheck to Sue in the same way he did for other staffers. This would have assured the deduction for wages and justified the deduction for the IRA.

YES, YOUR CHILD NEEDS A SOCIAL SECURITY NUMBER

The IRS computers are coming closer and closer. For tax returns filed after 1987, you must furnish the social security number of any child aged five or older when you claim the child as a dependent. The number also is required for any child whose name is on a custodial account, bond, stock, or trust.

To apply for a number, you must file Form SS-5. Call or write your local Social Security Administration office. You can file the form by mail or in person.

You need the original or a certified copy of your child's birth certificate (not a photocopy) and one other proof of the child's identity. A newspaper birth announcement, baptismal certificate, a school report card, or an insurance policy in the child's name fills the bill.

When done through the mail, the original or certified documents go with your application and will be returned by the Social Security Administration. A geriatric friend told me they're pretty quick about it--within weeks. If you want it done even more quickly, go to the nearest Social Security office. The application can be processed while you wait, and you won't have to worry about important documents being lost in the mail.

SHOOTUM!

NEW & EXCITING BASKETBALL

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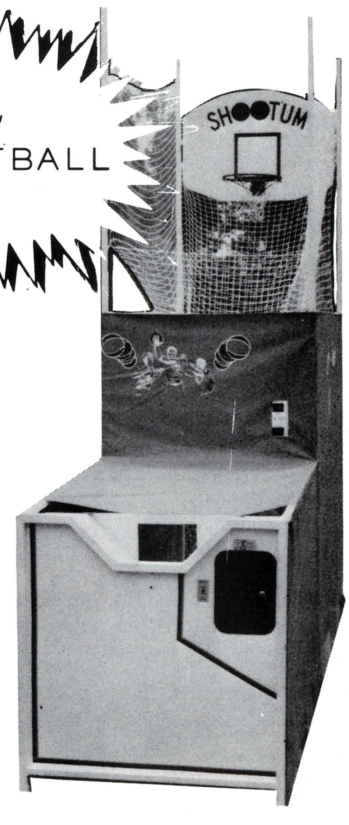
7" BASKETBALL



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Adjustable scoring time
And "FREE" Game Point Setting

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"WE'RE SHOOTUM AND WE SELLUM"

NEW PRODUCTS

Super Hang-On

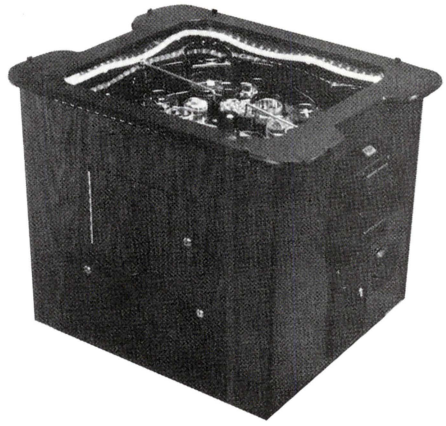
Sega Enterprises brings a new member into its family of driving simulation games with *Super Hang-On*, a motorcycle driving game that takes the original *Hang-On* series one step further.

Super Hang-On offers the player four course selections: Beginner, Junior, Senior, and Expert. Each course takes place in different parts of the world so the player can race through Paris, Tokyo, Rio, and other exotic places. There also are four separate stereophonic music tracks.

Special features include the turbo-charger button that increases speed, and the vibration mechanism in the steering that incorporates the actual feel of the road.

The game is available in two models--a uniquely styled upright and a mini ride-on cabinet for maximum location appeal. Full-size controls and built-in "road shock" adds extra excitement to the upright. Players sample realism with the "lay down" steering of the mini ride-on model.

For more information, or distributor referral, contact Sega Enterprises, Inc. USA, 2149 Paragon Drive, San Jose, CA 95131; (408) 435-0201.



Spin-Out II

Gamemasters is now shipping *Spin-Out II*, a two-player rotary merchandiser that features automatic prize loaders and optional raised top.

Spin-Out II is housed in a woodgrain cocktail style cabinet and measures 35 inches wide x 28 1/2 inches deep x 42 inches high. It features dual coin mechanisms, complete nudge control, percentage adjustments, and easily accessible electronics.

The game playfield holds eight to 12 prizes, with two columns of 15 items each (total 30) held inside. These prizes are automatically loaded onto the playfield when a prize is won.

Gamemasters also now offers a supply kit of prizes packaged exclusively for its merchandisers.

For more information, or distributor referral, contact Gamemasters, Inc., 5555 Oakbrook Parkway, Suite 240, Norcross, GA 30093; (404) 662-5666.

GondoMania

Data East USA introduces *GondoMania*, a fast-paced, two-player dedicated upright video that features a new Data East/WICO rotary joystick.

GondoMania's main characters fly airbikes through the land of the savage Gondos in an intense battle to free their girl, who is held captive.

Two players team to combine skill and strategy in an effort to destroy the Gondos and earn a "bounty" that can be used to buy extra weapons. The airbikes can be armed with double firing power, grenades, hatchets, deathstars, and fireballs, among other lethal weapons.

The game offers unique control of the main characters through the design of the rotary joystick. It enables players to control the airbike in an eight-way direction while simultaneously allowing the character on the bike to shoot in a complete circle.

For more information, or distributor referral, contact Data East USA, Inc., 470 Needles Drive, San Jose, CA 95112; (408) 286-7074.

ProVend Condom Machine

Compuvend Enterprises has added the new *ProVend Condom* machine to its line of vending units.

ProVend Condom has a capacity of 120 condoms and can be set to dispense at 50 cents or 75 cents. The unit's clean lines and availability in either white or pink enamel render it suitable for placement in a variety of locations.

Machine dimensions are 26 inches high x 7 1/4 inches wide x 6 inches deep. It is constructed of 16 gauge steel. Shipping weight is 25 pounds.

For more information, or distributor referral, contact Compuvend Enterprises, Inc., 10340 Glenoaks Blvd., Pacoima, CA 91331; 800/345-1183, also (818) 899-2488.

PsyColorgy

PsyColorgy is the newest in Adrian Enterprises' line of miniature electronic novelties. A 25 cent vend unit, it is an addition to the company's comp-kits system that allows operators to mount one to three matching units on a single pyramid pedestal.

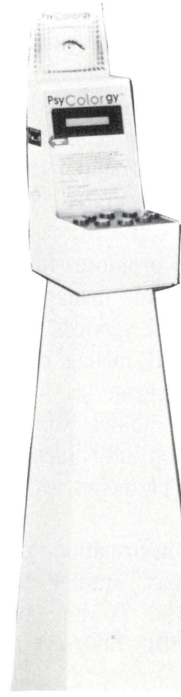
A customer deposits a quarter, then pushes eight different colored switches in the order that appeals to the person that day, and receives a personality profile.

PsyColorgy is the result of almost a full year of development. The computer has a powerful 120-k memory, allowing for thousands of evaluations that are based on a well-known European psychology test.

While in the resting mode, push buttons flash to attract attention and a ring of LED's circle the display screen. The white cabinet is constructed entirely of steel with a stainless steel display panel for long life.

A double locking system means extra security and the large coinbox holds $350 in quarters. The matching high tech pedestal also is available. Distributor inquiries are invited.

For more information, contact Martin Amada, Adrian Enterprises, 49 Radtke Road, Randolph, NJ 07869; (201) 377-6946.



The Prize is Right

Betson Enterprises introduces *The Prize is Right* a three-player novelty game that allows players to compete for tokens, points, or prizes.

In *The Prize is Right* players project tokens onto a playfield of moving belts that are marked for additional tokens or marked with targets for first, second and third prizes. Different point values are indicated and landing on specially marked circles qualify players for a small, medium, or large prize.

In addition, players can accumulate points in a bank and when a certain amount is attained, the player can collect a big prize.

Music and sound effects heighten playing time and trumpets herald each winner. The eye-catching cabinet is designed in bright, primary colors and features rolling, locking wheels.

For more information, or distributor referral, contact Betson Enterprises, 6 Empire Blvd., Moonachie, NJ 07074; (201) 440-2200.

Revenge of Doh
Super Qix

Romstar introduces two new videos with *Arkanoid 2, Revenge of Doh*, a universal upright kit that's also available as a cocktail kit, and *Super Qix*, a vertical kit.

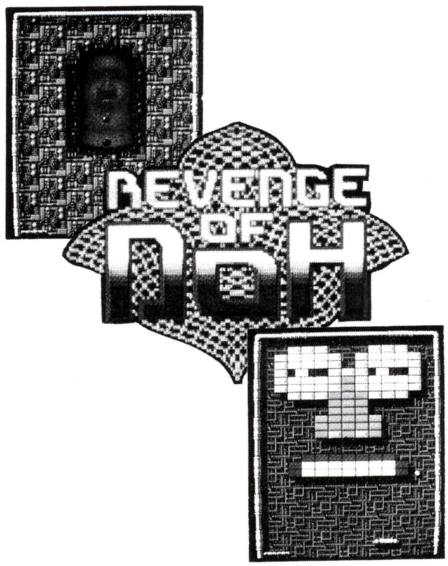
Arkanoid 2, Revenge of Doh is the third game in the popular *Arkanoid* series that includes *Tournament Arkanoid.* The most dynamic advancement in this version is that players can choose from two sets of 33 screens, for a total of 66 possibilities. The control assembly allows players to go clockwise to the right or counterclockwise to the left to enter new scenes.

Six to eight new capsule features are included to give advantage functions and eliminate blocks even faster on the screen. Examples are an extra 100 magic energy balls, extra vaus (paddles), and a capsule that propels the player into the next scene.

Super Qix features play similar to the original *Qix* (first introduced in 1981). In this one, players have to clear 75 percent of the screen.

Both games are licensed from Taito America Corp.

For more information, or distributor referral, contact Romstar, Inc., 3043 Kashiwa Street, Torrance, CA 90505; (213) 539-2744.



Club Card System

Kramer Mfg. has developed *The Club Card System*, a complete system that allows organizations to manage fund raising activities with electronic accountability.

The system is divided into three parts: a club card register control unit that records and reviews membership status; members-only video game, a proven Kramergame with exclusive club card acceptor and monitoring program; and club card, a customized membership card for use in the organization.

Features include coin handling replaced by electronic card reader/writer, encoded membership card, reliable Kramergame, integrated circuitry, and high security software.

The system promotes full membership participation and management control over goods and services and affords a continuous fund raising capability.

The Kramergame is housed in an upright video cabinet while the register is a countertop unit measuring 5 1/2 inches high x 11 inches wide x 17 inches deep.

For more information, or distributor referral, contact Kramer Manufacturing Co., Inc., 1100 Towbin Avenue, Lakewood, NJ 08701; 800/631-2126.

A.P.B.

Atari Games takes a humorous approach to law-and-order versus criminal activity with *A.P.B.*, a driving/shooting, cops-and-robbers game in dedicated form.

In *A.P.B.* the player becomes Officer Bob and pursues common lawbreakers and hardened criminals. He meets a daily quota by arresting offenders such as Sid Sniper, Juan Fingers, and Freddy Freak; sending them to jail while collecting bonus time, extra fuel, and over 20 police-car enhancements.

Penalties are given for not apprehending the day's quota of crooks, for shooting the wrong vehicles, for running out of gas, and for smashing up the police car.

Multidirectional scrolling means Officer Bob can drive in an infinite number of directions. Controls include a 360-degree steering wheel, siren button, fire button, and gas pedal. There are 32 levels of play and an add-a-coin option. The upright cabinet features a compact, sit-down style and special overhead display panel.

For more information, or distributor referral, contact Atari Games Corp., 675 Sycamore Drive, Milpitas, CA 95035; (408) 434-3700.

Boot Camp, Battlantis, Wec Le Mans 24

Konami debuts two new upright videos and announces the availability of its dedicated driving game that comes in three cabinet styles.

Players become army recruits in *Boot Camp*, a two-player dedicated upright with horizontal monitor. *Boot Camp* physically and mentally challenges the player and gives him the dubious distinction of having the toughest drill sergeant in the barracks. The sergeant shows no mercy, barking orders and insulting recruits to provoke them into action.

The player attempts to become the best soldier and must complete all phases of basic training, including mastering an obstacle course, competing on the firing range, matching strength in arm wrestling, and dodging mines and rowing across a river in the iron man race.

Chin-ups are a penalty for failure. The recruit also must use his finest fighting techniques in a battle with his instructor. Other unknown challenges confront the player as well. Controls include one trackball and two buttons for attack and jump/shoot.

Battlantis is a two-player vertical monitor kit that gives the player a two-way joystick and shoot button to defend his castle from an invasion by the evil Asmodeus and his followers.

The player battles goblins, ogres, spined devils, gargoyles, and other villains while protecting his fortress. Enemies stage attacks in different formations at every turn. All opponents and their leader must be destroyed in each stage before advancement to the next.

Seven kinds of power-up items are awarded for demolishing the enemy carrying the power box. These include nitro bomb, piercing bullets, time freeze, speed up, rapid fire, transparency, or a surprise item. There are 16 colorful stages in the game.

Wec Le Mans 24 is now available in upright, mini-spin, and big-spin cabinet styles. First shown at AMOA '86, the game is a 24-hour world endurance racing championship.

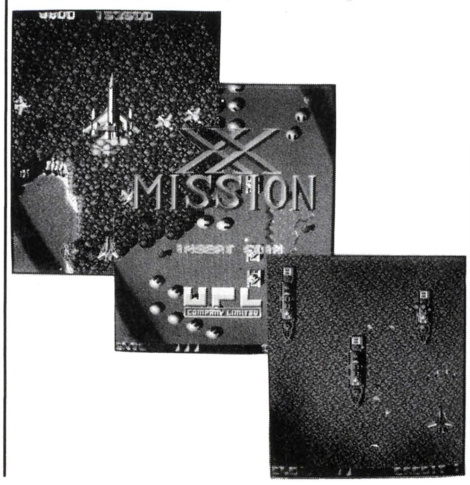
The big-spin cabinet jumps up and down, also turns back and forth, and spins up to 180 degrees to simulate an actual race course. The mini-spin also turns back and forth, reacting to the action of the driver's steering. The upright has all the exciting game play of the other configurations and has a vibrating steering wheel to simulate actual road vibration. Should the vehicle veer off the road, greater shaking occurs, giving the feel of off-the-road bumps.

For more information, or distributor referral, contact Konami, Inc., 815 Mittel Drive, Wood Dale, IL 60191; (312) 595-1443.

Mission XX

Hokkaido Electronics introduces *Mission XX* an action-adventure video kit for vertical monitors.

Mission XX plays like *1942*, but adds new dimensions with an extra fire button for firing air-to-ground salvos at tanks and bunkers below. Non-stop air-to-air missiles provide action in combating oncoming planes, jets, helicopters, and ocean-to-air missiles.



The game features continuous play options and offers normal and difficulty settings. Controls include an eight-way joystick and two fire buttons.

Mission XX is appropriate for both street and arcade locations. Suggested conversions include *Xevious*, *Pengo*, *Ms. Pac Man*, and *Dig Dug*. Custom control panels are available for *Ms. Pac Man*. The game also converts cocktail cabinets.

For more information, contact Hokkaido Electronics, 1975 Riverside Drive, Los Angeles, CA 90039; 800/722-8258 or (213) 664-1335.

Scotty the Monkey

Betson Enterprises announces that its *Parrot* merchandiser has a new friend, *Scotty the Monkey*, a charming, furry monkey that talks, tells knock-knock jokes, and dispenses eggs to its customers.

Scotty the Monkey offers adjustable coinage and seven different attract modes featuring sayings like "Come here, I want to tell you a joke", "Come here and play with me", and "Hey, what's your hurry?" Scotty shakes the vines in his cage while dispensing an egg.

The unit has an increased egg capacity, one-piece lucite dome, and provides a new look in this type of merchandiser. Scotty's voice is provided by Scott Keller of Betson.

For more information, or distributor referral, contact Betson Enterprises, 6 Empire Blvd., Moonachie, NJ 07074; (201) 440-2200.

Alien Syndrome

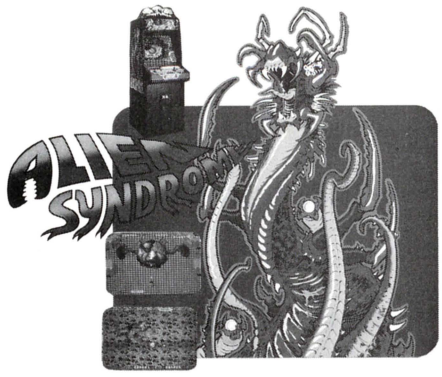
Sega Enterprises challenges players to combat terrifying creatures aboard an alien-infested spaceship in *Alien Syndrome*, a two-player dedicated video with add-a-coin feature.

Alien Syndrome has suspenseful music and striking graphics. Players undertake a mission to rescue the 16-member trapped crew while being assaulted by unspeakable aliens.

The rescue is achieved with the aid of special weapons collected along the way, including line fire, fireball, and blow-torch. Basic equipment is the single shot. Players must rescue 10 of the 16 crew members to then battle the Master Alien and advance through various rounds of play to the final encounter.

In addition to extra-large side panel decals, the cabinet features a lighted monster head and lighted control panel.

For more information, or distributor referral, contact Sega Enterprises, Inc. USA, 2149 Paragon Drive, San Jose, CA 95131; (408) 435-0201.



Double Dragon

Taito America Corp. brings two new heroes to the video screen with its latest piece, *Double Dragon*, a rescue mission game with add-a-coin feature.

In *Double Dragon* one or two players take on the identity of the heroes, Spike or Hammer, and travel through six different screens of obstacles in an attempt to save a young woman captured by a ruthless street gang. One player can fight alone, or two can fight as a team.

Controls include an eight-way joystick, punch button for left or right punch, and jump and kick buttons. Players can combine punch, jump, and kick abilities for jump kicks, back kicks, and other moves. Head butts are achieved by pushing the joystick left or right.

Seven weapons are available: bat, whip, knife, dynamite, rock, carton, and drum. The game is housed in the company's new GTC-100 universal cabinet.

For more information, or distributor referral, contact Taito America Corp., 660 Wheeling Road, Wheeling, IL 60090; (312) 520-9280.

Horshu

A.I.M.M. Marketing presents *Horshu*, a novelty game that brings computerized scoring and customized video images to the old-time favorite, horseshoes.

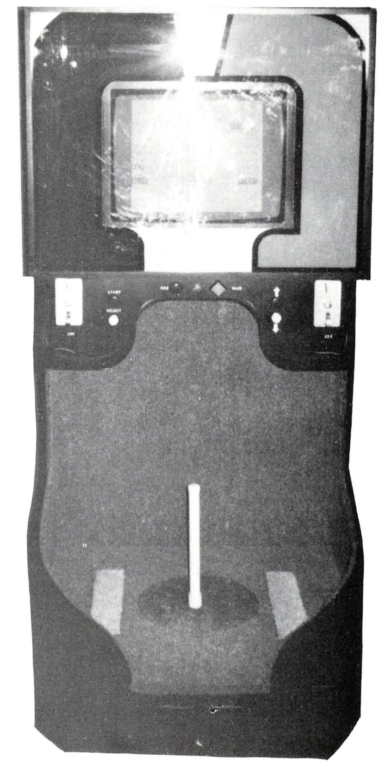
Horshu is a one-or two-player game designed with tournament and league play in mind. It also can be used by churches or charity groups.

Dimensions are 67 inches high x 33 inches deep x 33 inches wide. The 19-inch monitor has high resolution graphics and lexan glass for safety.

There are two ways to play *Horshu*. In regular play each player, represented by red or blue, tries to get a "shu" to land around the scoring post (value-three points). Landing a "shu" within one "shu" width of the post scores one point. In count up, each player attempts to reach the highest score within seven turns. All tosses count and scoring is based on the same rules as regular play.

Other games include Ringers in a Row, Count Down Horshu, and Double In/Double Out.

For more information, contact A.I.M.M. Marketing, Inc., 7212 Pines Road, Shreveport, LA 71129; (318) 686-2372.



Shoot 'Um!

Smoky Mountain Sales introduces *Shoot 'Um!*, an adjustable basketball novelty game that has an electronic eye for scoring.

Shoot 'Um! features a printed circuit board, free game point setting, adjustable playing time, and extra points at the last portion of playing time.

It displays the last score until a new game begins and gives a free game when the score exceeds the set limit. A beeper sounds to indicate a score at the end of the game. Optional equipment includes dollar bill acceptor and ticket dispenser.

The game measures 36 inches wide, with adjustable height of nine to 10 feet and adjustable depth of eight to 10 feet. The frame is all tubular steel. Goal height is eight feet (12 inch rim diameter) and the basketball is seven inches.

For more information, contact Smoky Mountain Sales, Inc., 836 Parkway, P.O. Box 1112, Pigeon Forge, TN 37863; (615) 453-4734.

Dark Mist

World Games introduces a new conversion kit for vertical monitor videos with *Dark Mist*, a fantasy adventure game that brings the player into the eternal battle of good versus evil.

In *Dark Mist* the player becomes a warrior who destroys enemies and collects treasures, bonus items, and increasingly more powerful swords, his main weapon. Treasures include jewels that provide magic powers. Bonus items are given for point values. Some of the treasures may be traded for points.

The kit comes complete with PC board, wire harness, marquee, overlays, lexan, joystick, buttons, and instruction manual with all necessary directions. The game is licensed from Taito America.

For more information, contact World Games, 7046 Sophia Street, Van Nuys, CA 91406; 800/542-4263. In California call (818) 904-0975.

Condom Vendor and Cigarette Vendor-Pak

Hospital Specialty Co. has developed the *Health Gards Condom Vendor* and the *Cigarette Vendor-Pak*, a condom package designed to vend through a standard cigarette machine column.

The *Health Gards Condom Vendor* has a trim, white, clinical style that blends with the decor of all restrooms. Small and compact, it is constructed of steel and holds 120 condoms vending at 50 cents each. Dimensions are 25 1/2 inches high x 7 1/2 inches wide x 6 inches deep.

Units feature 12-gauge steel locking bars, a double-lock security system, and extra large cashbox. Refill Health Gards condoms are packaged 72 per box, two boxes per case.

The *Cigarette Vendor-Pak* contains two Health Gards condoms in a discreet package the same size as a king-size cigarette pack and priced to vend for the same amount. The company will support vending operators with a generous column allowance plus decals and point-of-purchase displays for locations.

For more information, contact Hospital Specialty Co., 7501 Carnegie Ave., Cleveland, OH 44103; (216) 361-1230. Outside Ohio call 800/321-9832.

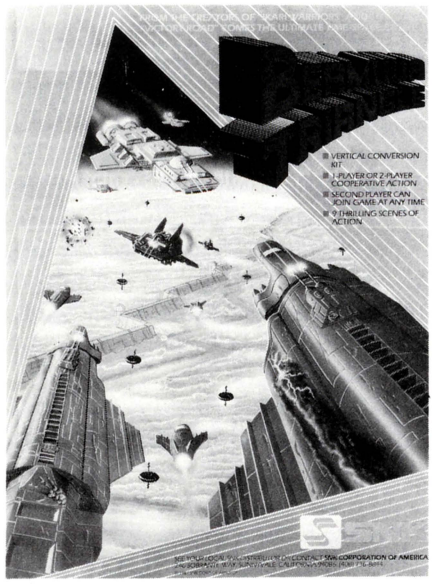
Bermuda Triangle

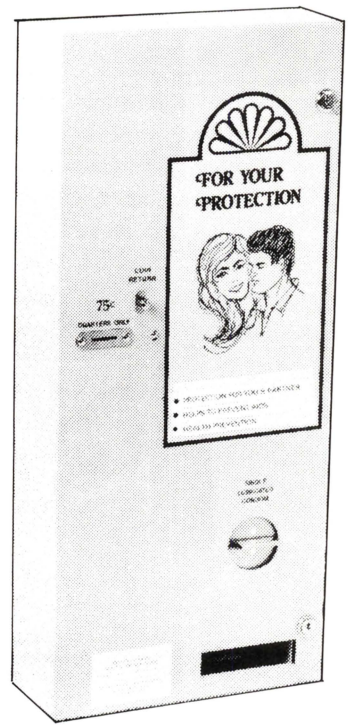
SNK Corp. of America introduces *Bermuda Triangle* a one-or two-player conversion kit for all vertical monitor videos. The game has a buy-in feature and nine exciting scenes of action.

The theme is a high-flying fantasy adventure in which players first enter a vicious battle to protect the planet from a relentless attack of invaders. Action begins in Bermuda and moves to the Antarctic, Hawaii, Japan, Egypt, and China. Only by reaching the goal will the planet be safe again.

Players are armed with both air and ground weaponry capable of firing a full 360 degrees. By obtaining three battle cruisers and a full load of energy, players can use one of three selectable super powers for increased offensive and defensive strength.

For more information, or distributor referral, contact SNK Corp. of America, 246 Sobrante Way, Sunnyvale, CA 94086; (408) 736-8844.


VERTICAL CONVERSION KIT
1-PLAYER OR 2-PLAYER COOPERATIVE ACTION
SECOND PLAYER CAN JOIN GAME AT ANY TIME
9 THRILLING SCENES OF ACTION



Condom Machine

U.S.T.C. has developed a condom machine with adjustable pricing feature and all internal coin mechanism. The company also manufactures and supplies condoms for placement in the units.

Adjustable pricing ranges from 50 cents to $1 per vend. Machine dimensions are 11 inches x 4 inches x 27 inches; weight is 26 pounds. The unit is constructed of 16-gauge cold rolled steel welded for extra strength. Machine capacity is one gross.

U.S.T.C. has 38 years of experience in manufacturing vending equipment. The company is seeking distributors for area stocking of its Suresex condoms for greater operator convenience.

For more information, contact U.S.T.C., 3118 62nd Ave., P.O. Box 21234, St. Petersburg, FL 33742; (813) 527-1107.

Fire!

Original ragtime music, cries for help, and a fire bell on the backglass grab player interest in Williams' newest pinball, *Fire!*.

A dramatic rescue is the scenario for *Fire!*, a game that has new features like a second floor shot to lock up a ball and fire escape ramps to save trapped victims. The plunger shot can score up to 100,000; then suddenly fires break out at random and the player must race against time to put them out.

With skill, a hook and ladder ramp can be raised to rescue a fireman. And with three-ball multi-ball, a five alarm fire breaks out and the whole town is ablaze. Putting out all fires while at least two balls are in play scores one million.

Other features include longer life flipper power, an all plywood cabinet, heavy duty power supply, and a sound system with three-way speaker system, dual microprocessor, simulated stereo, and Yamaha synthesizer.

For more information or distributor referral, contact Williams Electronics Games, Inc. 3401 N. California Ave., Chicago, IL 60618; (312) 267-2240.

Personal Care Center and Condom Packs

Entertainment Enterprises, Ltd. introduces a triple-vend "condoms-plus" *Personal Care Center* and condom packs suitable for use in cigarette machines.

The electromechanical dispenser is designed to hold 48 items each of three different individually priced personal care items. The company supplies condoms, condom display counter cards, and other personal care items (private labeling is available).

There are no knobs, levers, or push chutes on the unit. Customers select items from one of three display windows, insert coins, wait for an indicator light, and push a button.

Item pricing can range from 25 cents to $2 and can be changed by just flipping a switch. Other features include a flashing "out of product" light, slug-proof SR-1 coin mech, padlock security system, and long life batteries for trouble-free operation.

The three-condom "cigarette packs", called Lucky Star, give operators another avenue for cigarette machines while providing a public service.

For more information, contact Entertainment Enterprises, Ltd., 25 Hutcheson Place, Lynbrook, NY 11563; (516) 593-5050.

Glass Front Vendor

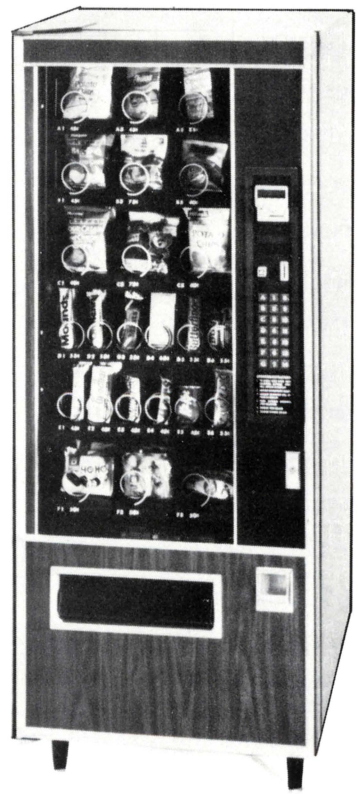
Sacor adds a new model to its line of Reddi Refresher electronic glass front vending machines.

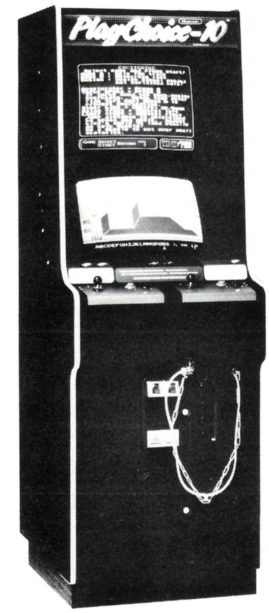
The Model 3627 affords a large display of bag snacks, pastries, candy, gum, mints, and cigarettes. A standard feature is a pre-programmed microprocessor that provides for pricing flexibility. It can generate customized messages, plus give diagnostic information to the operator.

Other features include a dollar bill validator and digital information display. A 5 1/2 square foot merchandise display area showcases 27 different selections in six rows.

The unit allows for mixing and matching products and prices to fit location needs. Traditional snack and tobacco products can be merchandised along with higher-priced items.

For more information, contact Sacor, Inc., Reddi Refresher Corporate Center, 11500 Rockfield Court, Cincinnati, OH 45241; 800/543-7460. In Ohio call 800/582-7438.





Dynamic Duo for *PlayChoice-10*

Nintendo of America introduces two new software packages for its *PlayChoice-10* system with *Rush'N Attack* and *1942*.

Rush'N Attack has been licensed through an agreement with Konami, Inc. It is a proven game with six levels of play centered around a secret mission to free dozens of POW's held captive in a heavily armed guerrilla camp.

1942 has been licensed through an agreement with Capcom USA, Inc. Another solid addition, the game is a fast-paced World War II adventure that engages one-or two-players in realistic air combat against the enemy. With the help of the daring Super Ace, players dodge and attack incoming aircraft and move through 32 combat scenes.

Both games fit into any *PlayChoice-10* game menu. Operators can use their Game Exchange Coupons from recent Nintendo promotional programs to exchange one of their existing software titles for one of these new releases and pay only a $25 handing fee.

For more information, or distributor referral, contact Nintendo of America, Inc., P.O. Box 957, Redmond, WA 98052; (206) 882-2040.

Darts...

Electronic darts are being touted as the most important development in years for coin-operators in the amusement & music industry. Why? Because dart games on location attract regular — even loyal — players. In short, a potential year-round bonanza!

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What Is AMOA Doing About Darts?

The Amusement & Music Operators Association has formed the AMOA National Dart Association. Its sole purpose is to increase operator and player interest in competitive dart teams and league activity nationwide. To this end, it sanctions players sponsored by AMOA National Dart Association member operators. It also has developed standardized rules & regulations — including handicapping criteria — to provide equal competitive opportunity throughout the country. Additionally, each spring it sponsors the AMOA National Team Dart Tournament to recognize the best teams and players. And it has produced an operator's handbook — as well as a video and cassette tapes — on "How to Organize Dart Leagues."

To join the AMOA National Dart Association an operator must first be a member of AMOA.

AMOA: Working for You!

For more information on the AMOA National Dart Association — or AMOA membership, programs and services — call or write today!

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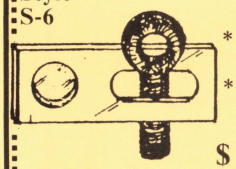

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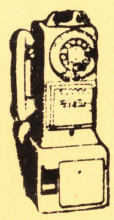

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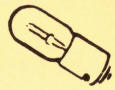

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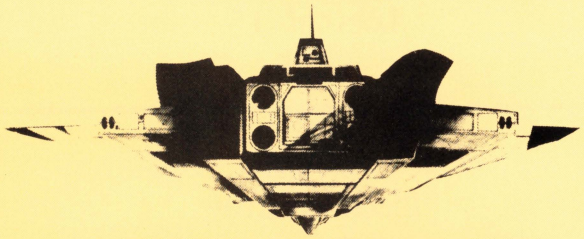

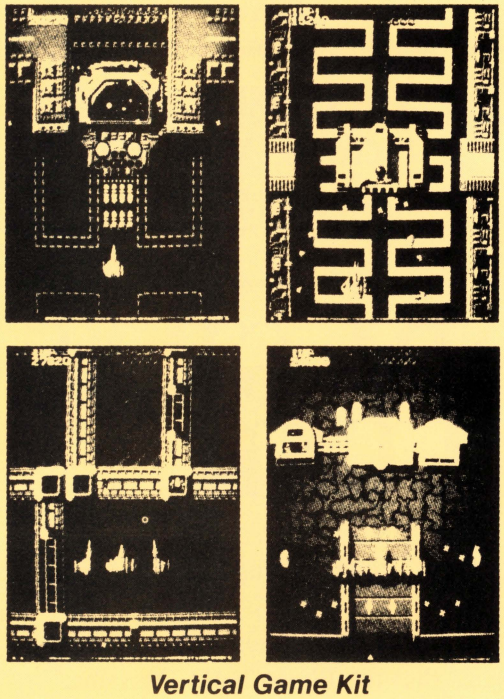

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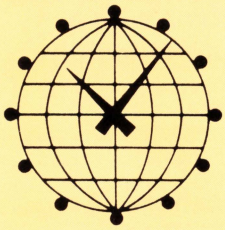

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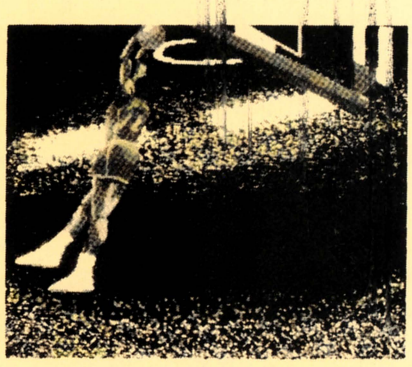

A Konami factory conversion kit for horizontal monitor games

FICTION:

- Double Dribble is like super basketball—absolutely wrong.
- Non factory kits are just as good—not true—the graphics are terrible, collections are poor and they could be illegal.
- Double Dribble is popular only during the basketball season—wrong again—Double Dribble has been a top 10 game in and out of season.

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THE CALENDAR

AUGUST

6 7 8

Pennsylvania Amusement and Music Machine Association Convention, Seven Springs Resort (between exits 9 & 10 of the Pennsylvania Turnpike), Champion, PA. Contact PAMMA (717)232-5322, or in PA (800)521-7778.

7 8 9

Wyoming Candy, Tobacco, Coin Vendors Annual Meeting, Cheyenne, WY. Contact Tom Kilty (307) 635-6467.

28 29 30

Amusement and Music Operators of Tennessee; first annual trade show, Maxwell House Hotel in Nashville. Contact Gordon Archibald at (901)324-6904.

SEPTEMBER

11 12 13

North Carolina Coin Operators Association Trade Show and Exposition. Charlotte Marriott, Executive Park, Charlotte, NC. Contact Bobby Earp, Rt. 4, Box 369, Burlington, NC 27215 (919)584-4833.

17 18 19

33rd Annual West Virginia Music and Vending Association Annual Convention and Exposition, Wheeling, WV. Contact Leoma Ballard (304)949-3289.

25 26

The Michigan Coin Machine Operators Association Convention. Clarion Hotel, Lansing, MI. Contact Walt Maner, (517)372-2323.

OCTOBER

3 4

Utah Amusement Music Association annual state meeting, Salt Lake City Hilton. Contact Sherry (801)364-6172.

9 10 11

Pinball Expo '87. O'Hare Holiday Inn, Rosemont, IL. Flipp-Out '87 (pinball tournament) will be held during the show. Contact Robert Berk (216)369-1192.

NOVEMBER

5 6 7

Pay Phone Expo '87 East. Sheraton Bal Harbour Resort, Bal Harbour, FL. Contact Heidi Hagedorn at TeleStrategies (703)734-7050.

23 24

Amusement and Music Operators of Virginia Convention and Trade Show, Cavalier Hotel, Virginia Beach, VA. Call (804)262-9283.

29 30 31 Nov.1

National Automatic Merchandising Association National Convention. Philadelphia Convention Center, Philadelphia, PA. Call (312)346-0370.

NOVEMBER

4 5 6

Nightclub and Bar Expo National Conference, Atlantic City convention center, Atlantic City, NJ. Contact Nightclub & Bar Magazine (601)236-5510 or (800)247-3881.

5 6 7

Amusement and Music Operators Association (AMOA) Expo '87, Hyatt Regency, Chicago. Contact AMOA at (312)565-4602.

6 7 8

International Association of Amusement Parks and Attractions Annual Trade Show, New Orleans, LA. For information, call (312)766-0881.

International Shows

NOVEMBER 1987

13 14 15

FER '87, the Spanish Amusement Trade Show sponsored by FACOMARE, the Spanish Association of Amusement Machine Manufacturers, at the Alfonso XIII Palace of the Barcelona Fairgrounds. Contact Interwalia SA, Diagonal 474-08006, Barcelona, Spain. Pnone: (93)218 58 50.

24 25 26 27

Spain's Induferias '87. For information contact Induferias, Apartado 476, Valencia, Spain. Call 364 00 11.

APRIL 1988

6 7 8 9

The Arab International Toys, Games, and Amusements Trade Fair, Dubai, United Arab Emirates. Contact World Trade Promotions, Ltd., 19-21 High St., Sutton, Surrey SM1 1NF England. Telephone 01-642-7688.

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AAMA Board Suggests "Straight Talk" On Parallels

The Board of Directors of the American Amusement Machine Association (AAMA) has reviewed the Amusement and Music Operators Association (AMOA) press release regarding parallel imports and is puzzled by the apparent change of position held by AMOA. No new court cases have arisen in the last year to support the position that parallel imports are legal to purchase, distribute, or operate. The only new court cases this year dealt with the narrow issue of whether or not the U.S. Customs Service should be restricting parallel imports into the U.S. This case, which is currently before the Supreme Court, deals only with an administrative procedure of the U.S. Customs Service, not with the question of the legality of parallel imports.

In the case of Nintendo of America vs. Elcon Industries, Inc., a federal court in Michigan ruled that the distribution of parallel imports of a Nintendo product was clearly a copyright infringement of a Nintendo game. In the case of Nintendo vs. Bill Faith doing business as Faco West, which also dealt strictly with the illegal importation and sale of another Nintendo parallel product, a permanent injunction was obtained prohibiting the further importing, sale, and distribution of Nintendo grey market products. Faco West also provided a substantial dollar settlement to Nintendo. There has been no federal court case that has ruled that the importation or distribution of parallel printed circuit boards are legal.

Further, additional U.S. laws, such as the trademark laws and the U.S. smuggling laws, can be violated when parallel boards are imported and distributed.

The AMOA release states that parallel imports arise because of "contractual arrangements manufacturers have with their licensees that are not being complied with." AAMA feels that this is not an accurate statement. Most parallel imports are bought by brokers in Japan after the normal distribution and operation have taken place. There is no indication that any Japanese manufacturer is knowingly selling directly to a broker, who then exports the product to the U.S. for sale. Furthermore, U.S. and Japanese manufacturers consider this a joint problem and have addressed it together.

Once again, AAMA is confused by AMOA's press release and we strongly disagree with it. We feel that operators should be given "straight talk" on parallels. AMOA can best serve its members by encouraging them to comply with the law and by honoring the legitimate copyright and trademark rights of U.S. companies. We encourage the AMOA board to reaffirm its statement adopted in April 1986. In that statement AMOA invited "manufacturers, distributors, and operators to combat counterfeiting, piracy and parallel importation which threatens our survival." AAMA is fighting this battle and we urge AMOA to not retreat from its April 1986 position to oppose domestic use of parallel products.

[Editor's note: An operator sent us a copy of an article from the Buffalo Law Journal that he feels may have some bearing on the question of parallel imports. The article came from one of many operators who vehemently oppose copied games and boards and would never operate them but are confused about the issue of parallel imports. We have asked AAMA to study the document and respond to it. We have printed the article elsewhere in this issue and are awaiting AAMA's reply. We will print that response when it is available. Although the subject of parallel games is extremely controversial, there are few test cases to base decisions on. If you have any doubt about what you are buying, it can't hurt to check it out before becoming a statistic in the battle of parallel games.]

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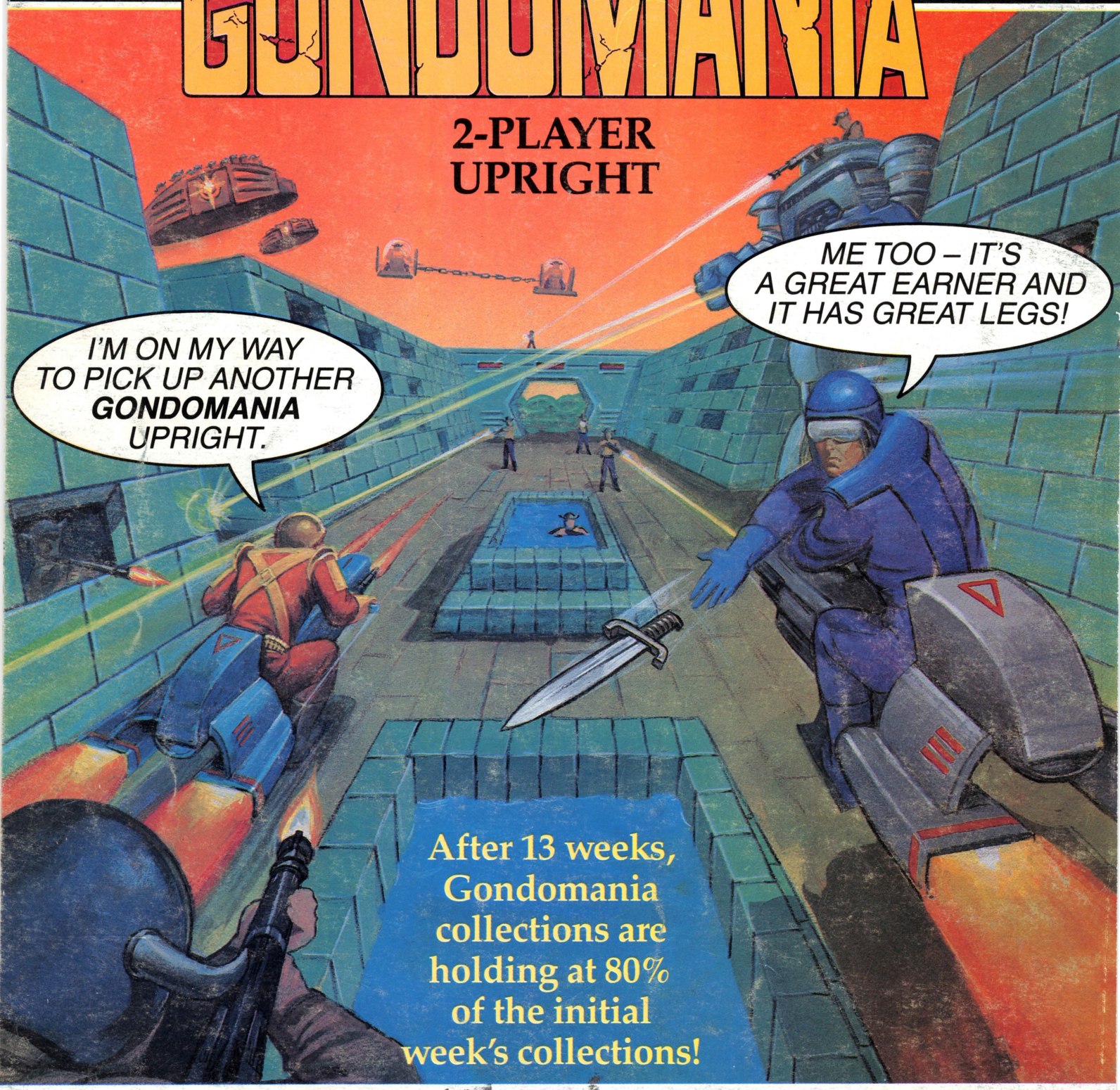

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